

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 8, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LIFES-EMBARASSING MOMENTS(S)	28.0	23,320
2	DALLAS	23.6	19,660
3	NBC SUNDAY NIGHT MOVIE	21.0	17,490
4	LOVE BOAT	20.7	17,240
4	NBC MONDAY NIGHT MOVIES	20.7	17,240
6	SIMON & SIMON	20.6	17,160
7	60 MINUTES	20.5	17,080
7	TV CENSORED BLOOPERS #4(S)	20.5	17,080
9	ALICE#	20.3	16,910
10	HART TO HART	20.0	16,660
11	A TEAM	19.7	16,410
11	MAGNUM, P.I.	19.7	16,410
13	TRAPPER JOHN, M.D.#	19.1	15,910
14	FACTS OF LIFE	18.6	15,490
14	THREE'S COMPANY	18.6	15,490
16	MISSISSIPPI	18.4	15,330
17	9 TO 5	18.2	15,160

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LIFES-EMBARASSING MOMENTS(S)	18.1	39,480
2	NBC SUNDAY NIGHT MOVIE	16.3	35,600
3	TV CENSORED BLOOPERS #4(S)	16.3	35,450
4	A TEAM	15.6	34,020
5	DALLAS	15.5	33,790
6	LOVE BOAT	14.3	31,260
7	SIMON & SIMON	13.6	29,750
8	BATTLE-NETWORK STARS(S)	13.5	29,440
9	60 MINUTES	13.1	28,590
10	NBC MONDAY NIGHT MOVIES	13.1	28,540
11	MAGNUM, P.I.	12.9	28,080
12	FALL GUY#	12.8	27,820
13	SPECIAL MOVIE PRSNT-CBS(S)	12.7	27,760
14	FANTASY ISLAND#	12.7	27,690
15	FACTS OF LIFE	12.5	27,270
16	THREE'S COMPANY	12.3	26,860
17	TV'S GREATEST COMMERCIALS(S)	12.0	26,090
18	ALICE#	11.8	25,810
19	HART TO HART	11.8	25,680
20	9 TO 5	11.7	25,550

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	21.8	18,850
2	LIFES-EMBARASSING MOMENTS(S)	21.6	18,630
3	ALICE#	17.6	15,180
4	LOVE BOAT	16.8	14,530
5	60 MINUTES	16.1	13,880
6	NBC SUNDAY NIGHT MOVIE	15.8	13,620
7	HART TO HART	15.6	13,470
8	FACTS OF LIFE	15.3	13,180
9	TRAPPER JOHN, M.D.#	15.3	13,170
10	TV CENSORED BLOOPERS #4(S)	15.1	13,070
11	A TEAM	14.8	12,800
12	MISSISSIPPI	14.4	12,420
13	MAGNUM, P.I.	14.4	12,410
14	NBC MONDAY NIGHT MOVIES	14.4	12,400
14	SIMON & SIMON	14.4	12,400
16	9 TO 5	14.3	12,390
17	REMINGTON STEELE	14.0	12,110

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LIFES-EMBARASSING MOMENTS(S)	19.4	15,120
2	NBC SUNDAY NIGHT MOVIE	17.5	13,610
3	60 MINUTES	15.9	12,350
4	TV CENSORED BLOOPERS #4(S)	15.6	12,140
5	A TEAM	15.0	11,670
6	SIMON & SIMON	14.5	11,300
7	NBC MONDAY NIGHT MOVIES	14.5	11,240
8	SPECIAL MOVIE PRSNT-CBS(S)	14.0	10,890
9	HILL STREET BLUES	14.0	10,880
10	DALLAS	13.3	10,330
11	ABC SUNDAY NIGHT MOVIE	12.4	9,670
12	BATTLE-NETWORK STARS(S)	12.3	9,600
13	MAGNUM, P.I.	12.3	9,550
14	KENTUCKY DERBY(S)	11.5	8,910
15	HART TO HART	11.1	8,640
16	FALL GUY#	10.8	8,390
17	LOVE BOAT	10.6	8,260
18	20/20	10.5	8,200
19	CANDID CAMERA NOW & THEN(S)	10.5	8,180
20	THAT'S INCREDIBLE	10.4	8,050
21	REMINGTON STEELE	10.3	7,990

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 8, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LIFES-EMBARASSING MOMENTS(S)	22.4	12,150
2	NBC SUNDAY NIGHT MOVIE	18.0	9,770
3	DALLAS	16.4	8,880
4	NBC MONDAY NIGHT MOVIES	16.4	8,870
5	HART TO HART	15.3	8,290
6	FACTS OF LIFE	15.3	8,270
7	LOVE BOAT	15.1	8,150
8	BATTLE-NETWORK STARS(S)	14.7	7,970
9	FANTASY ISLAND#	14.3	7,740
10	TV CENSORED BLOOPERS #4(S)	14.2	7,690
11	A TEAM	14.1	7,620
12	ST. ELSEWHERE#	13.8	7,460
13	9 TO 5	13.7	7,430
14	THREE'S COMPANY	13.6	7,360
15	HILL STREET BLUES	13.5	7,330
16	REMINGTON STEELE	13.5	7,320
17	RYAN'S FOUR#	13.1	7,090
18	CHEERS	12.5	6,780

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	31.4	8,330
2	ALICE#	28.7	7,610
3	60 MINUTES	27.1	7,180
4	TRAPPER JOHN, M.D.#	24.3	6,450
5	NEWHART#	21.5	5,690
6	MISSISSIPPI	21.1	5,590
7	JEFFERSONS	20.7	5,500
8	MAGNUM, P.I.	20.4	5,420
9	LIFES-EMBARASSING MOMENTS(S)	20.1	5,330
10	LOVE BOAT	19.8	5,260
11	GOODNIGHT, BEANTOWN#	19.8	5,240
12	ONE DAY AT A TIME	18.4	4,880
13	CBS EVENING NEWS-RATHER	17.7	4,690
14	SPECIAL MOVIE PRSNT-CBS(S)	17.5	4,640
15	SIMON & SIMON	17.2	4,560
15	TV CENSORED BLOOPERS #4(S)	17.2	4,560
17	A TEAM	16.9	4,490
18	M*A*S*H	16.9	4,480

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LIFES-EMBARASSING MOMENTS(S)	20.2	10,550
2	NBC SUNDAY NIGHT MOVIE	20.2	10,540
3	TV CENSORED BLOOPERS #4(S)	17.7	9,240
4	NBC MONDAY NIGHT MOVIES	16.4	8,560
5	HILL STREET BLUES	15.6	8,150
6	A TEAM	14.8	7,710
7	ABC SUNDAY NIGHT MOVIE	13.5	7,040
8	BATTLE-NETWORK STARS(S)	13.2	6,880
9	SIMON & SIMON	13.0	6,790
10	SPECIAL MOVIE PRSNT-CBS(S)	10.9	5,710
11	FALL GUY#	10.9	5,700
12	60 MINUTES	10.8	5,650
13	DALLAS	10.7	5,610
14	TV'S GREATEST COMMERCIALS(S)	10.7	5,590
15	ST. ELSEWHERE#	10.4	5,410
16	MAGNUM, P.I.	10.2	5,330
17	KENTUCKY DERBY(S)	9.8	5,130
18	HART TO HART	9.8	5,120
19	REMINGTON STEELE	9.7	5,050
20	CHEERS	9.4	4,920
21	LOVE BOAT	9.3	4,880

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	27.7	5,610
2	DALLAS	21.0	4,250
3	SPECIAL MOVIE PRSNT-CBS(S)	20.1	4,080
4	SIMON & SIMON	19.0	3,850
5	GOODNIGHT, BEANTOWN#	18.6	3,780
6	ALICE#	18.6	3,770
7	NEWHART#	18.5	3,740
8	MAGNUM, P.I.	18.4	3,720
9	JEFFERSONS	17.6	3,570
10	A TEAM	17.0	3,450
11	DUKES OF HAZZARD	16.6	3,370
12	LIFES-EMBARASSING MOMENTS(S)	16.6	3,360
13	KENTUCKY DERBY(S)	15.8	3,200
14	MISSISSIPPI	15.5	3,140
15	CBS EVENING NEWS-RATHER	15.4	3,120
16	CANDID CAMERA NOW & THEN(S)	15.2	3,080
17	TRAPPER JOHN, M.D.#	15.1	3,070
18	ABC MONDAY NIGHT MOVIE	14.4	2,910
19	20/20	14.2	2,870

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
ABC WORLD NEWS TONIGHT M-F 6.30P 30 ABC N 150 199 202 98 99														A 9.6 20 800	1399	669	199	704	153	287	296	343	350	554	143	246	259	264	259	73^	38^	68^	40^
														B 12.0 21 1000	1533	686	204	731	183	334	331	349	332	627	177	321	315	311	256	74	34	101	61
ABC WRLD NEWS TONIGHT-SUN 6.30P 30 ABC N 25 166 166 87 87														A 5.3 12 441	1478	632	288	677	111^	225^	279	371	392	637	178^	261^	247^	307	301	102^	18^	62^	32^
														B 8.1 15 675	1601	711	252	771	188	337	322	356	387	652	172	309	321	314	283	68	25	110	70
ALICE 1 SUN. 9.30P 30 CBS CS 2 198 99														A 20.3 30 1691	1526	830	342	897	227	365	377	396	450	466	110^	173	199	227	223	112^	92^	51^	32^
														B 19.6 29 1633	1588	773	325	862	267	413	386	364	379	524	141	241	260	259	226	98	67	104	63
AMANDA'S 2 THU. 9.30P 30 ABC CS 1 193 97														A 11.1 18 925	1642	757	245^	816	202^	396	405	406	363	588	166^	304	293	297	226^	107^	76^	131^	105^
														B 11.1 18 925	1642	757	245	816	202	396	405	406	363	588	166	304	293	297	226	107	76	131	105
AMERICA'S HEROES(S) 1 SUN. 7.00P 60 NBC SA 200 96														A 5.3 10 441	1689	622	326^	625	246^	434^	385^	260^	191^	615	289^	517^	421^	266^	98^	254^	87^	195^	180^
														A 5.1 9 425	1584	613	347^	613	265^	422^	382^	209^	191^	558^	271^	445^	377^	223^	113^	222^	46^	191^	191^
														A 5.5 10 458	1762	629	304^	629	229^	443^	385^	303^	186^	661	301^	578	460^	305^	83^	277^	120^	195^	167^
ARCHIE BUNKER'S PLACE MON. 8.00P 30 CBS CS 5 191 201 97 99														A 12.3 20 1025	1689	628	198	746	182	290	299	260	405	554	182	279	252	223	243	175	97^	214	116^
														B 13.2 20 1100	1672	664	237	750	195	307	292	293	398	562	163	268	249	260	259	138	66	222	135
AT EASE 1 FRI. 8.30P 30 ABC CS 8 191 98														A 8.2 14 683	1545	636	263^	722	324^	420	352	254^	260^	469	180^	248	229	204^	197^	141^	104^	213^	78^
														B 13.0 21 1083	1632	680	279	767	279	449	379	341	274	519	181	320	282	251	170	177	87	169	119
BABY MAKES FIVE 1 FRI. 8.00P 30 ABC CS 4 192 98														A 9.3 18 775	1619	679	250^	770	338	458	364	288^	269^	491	166^	263^	238^	236^	215^	161^	124^	197^	77^
														B 13.1 23 1091	1693	729	264	822	296	492	403	386	291	522	191	317	271	231	175	162	99	187	125
BARE ESSENCE 1 FRI. 10.00P 60 NBC GD 5 200 98														A 10.2 18 850	1407	666	259^	702	197^	441	361	386	261^	408	122^	235^	208^	200^	142^	209^	129^	88^	64^
														B 9.9 18 825	1559	698	281	760	263	497	435	388	229	549	233	371	321	248	129	163	107	87	71
														A 10.6 19 883	1456	668	247^	705	198^	445	363	391	260^	410	122^	238^	218^	201^	140^	251^	150^	90^	66^
														A 9.9 18 825	1327	653	267^	688	193^	433	353	377	255^	395	117^	226^	192^	194^	140^	160^	101^	84^	59^
BATTLE-NETWORK STARS(S) 2 WED. 9.00P 120 ABC SE 197 98														A 17.9 29 1491	1975	710	308	802	344	535	435	328	227	644	264	462	389	295	141^	285	111^	244	146^
														A 15.0 24 1250	2110	678	299	772	342	512	426	287	222	590	221	398	399	281	139^	345	121^	403	206
														A 16.2 25 1349	2055	709	326	797	341	524	448	316	230	623	237	442	406	298	136^	321	114^	314	174^
														A 20.5 32 1708	1856	725	322	809	353	551	441	337	221	625	264	451	351	282	139^	255	97^	167	115^
														A 20.1 34 1674	1906	709	279	810	337	534	425	351	229	711	310	528	400	315	147	243	115^	142^	108^
BENSON 1 THU. 8.00P 30 ABC CS 4 203 99														A 10.8 19 900	1706	688	210^	735	145^	285	307	334	382	650	195^	347	306	327	245^	113^	91^	208^	134^
														B 13.4 22 1116	1703	705	282	758	235	399	377	336	308	528	164	295	278	260	194	138	72	279	175
BERENSTAIN BEARS LIL LEAG(S) 2 FRI. 8.00P 30 NBC EA 195 96														A 7.9 16 658	2269	538	300^	706	311^	438	372	213^	239^	442	272^	360^	279^	156^	82^	325^	148^	796	478
CAGNEY & LACEY MON. 10.00P 60 CBS OP 21 200 200 99 99														A 15.3 24 1274	1442	794	313	893	299	490	484	395	341	401	110	196	196	200	170	118	87^	30^	17
														B 15.1 24 1258	1498	720	309	793	273	463	445	384	267	544	201	335	310	254	174	105	63	56	32
														A 15.1 23 1258	1463	801	320	909	315	515	493	396	337	401	122	201	190	190	168	127	91^	26^	7^
														A 15.4 25 1283	1422	789	306	878	285	467	475	391	346	399	96	190	202	212	172	111	84^	34^	17
CANDID CAMERA NOW & THEN(S) 1 FRI. 8.00P 60 NBC CV 196 97														A 14.1 26 1175	1990	716	204	774	211	406	335	384	346	697	227	412	332	362	263	299	128^	220	129^
														A 13.3 25 1108	2018	708	200^	766	218	403	327	369	341	723	240	442	357	374	259	310	124^	219	133^
														A 15.0 26 1250	1946	713	202	770	204	403	335	389	348	664	212	379	311	347	263	293	131^	219	124^
CBS EVENING NEWS-RATHER M-F 6.30P 30 CBS N 150 202 203 99 99														A 12.1 25 1008	1489	727	204	772	137	250	256	312	464	584	125	246	241	274	310	62	41^	71	34^
														B 14.3 25 1191	1475	694	216	748	130	270	286	343	415	577	121	238	249	283	291	62	30	88	48

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
EVENING CONT'D																																					
FACTS OF LIFE-CONT'D																																					
9.00 - 9.30															A	19.1	31	1591	1895	756	303	899	366	577	472	358	279	412	156	249	207	187	133A	331	218	253	178
9.30 - 10.00															A	21.4	33	1783	1825	781	334	911	356	599	495	391	270	373	130A	203	188	181	132A	341	199	200	140
10.00 - 10.30															A	15.3	23	1274	1491	584	249	703	267	387	302	261	302	446	140A	234	240	197	178A	207	100A	135A	107A
FALL GUY																																					
2 WED. 8.00P 60 ABC A 99															A	17.0	30	1416	1965	627	352	741	315	464	426	328	189	594	291	403	293	222	173	216	75A	414	265
8.00 - 8.30															B	18.6	30	1549	1894	647	279	720	277	453	413	327	207	627	265	413	362	273	176	184	63	363	229
8.30 - 9.00															A	15.6	29	1299	1955	655	378	768	340	485	438	330	193	576	285	391	264	211	175A	222	69A	389	252
															A	18.3	32	1524	1977	603	329	717	292	446	417	330	184	607	294	413	319	234	170	215	80A	438	276
FAME																																					
THU. 8.00P 60 NBC GD 99 99															A	10.9	19	908	1985	647	298	794	385	585	434	290	185	495	240	385	373	221	72A	290	219	406	234
8.00 - 8.30															B	13.3	21	1108	1998	701	294	790	364	554	446	308	194	544	254	400	336	234	112	295	184	369	255
8.30 - 9.00															A	10.3	18	858	1916	632	285	753	357	542	423	277	184	481	230	368	360	222	71A	288	213	394	226
															A	11.5	19	958	2032	655	309	821	406	616	445	295	181	504	246	398	388	217	69A	293	224	414	237
FAMILY TIES																																					
MON. 8.30P 30 NBC CS 95 98															A	15.2	24	1266	1812	660	277	790	310	514	444	355	243	449	199	315	279	196	114	374	240	199	123
															B	14.3	21	1191	1847	635	278	756	294	490	416	340	233	428	177	293	266	192	114	366	209	297	192
FANTASY ISLAND																																					
2 SAT. 10.00P 60 ABC A 99															A	17.8	33	1483	1867	686	382	809	312	523	493	351	254	485	168	297	316	244	136A	200	116A	373	278
10.00 - 10.30															B	16.7	30	1391	1745	724	309	799	304	502	454	369	239	545	220	353	320	236	157	222	121	179	137
10.30 - 11.00															A	17.9	33	1491	1863	678	370	792	306	507	485	343	255	486	175	296	318	242	138A	196	112A	389	283
															A	17.7	34	1474	1866	692	392	823	315	537	502	362	252	481	156A	294	310	249	134A	206	120A	356	270
FOOT IN THE DOOR																																					
															A	11.6	18	966	1579	678	241	796	199	306	314	287	428	493	153	224	202	201	237	109A	48A	181	90A
MON. 8.30P 30 CBS CS 97 99															B	12.3	18	1025	1600	686	236	769	200	323	315	302	398	536	152	261	241	246	247	94	39	201	113
GIMME A BREAK																																					
THU. 9.00P 30 NBC CS 99 99															A	14.1	23	1175	1871	730	249	808	344	537	417	296	243	540	207	383	337	249	125	235	150	288	162
															B	14.7	22	1225	1857	708	282	793	333	522	444	323	224	535	230	386	319	234	119	253	143	276	189
GOODNIGHT, BEANTOWN																																					
1 SUN. 8.00P 30 CBS CS 99															A	16.1	26	1341	1547	771	328	820	252	348	341	317	391	551	141A	223	198	268	281	51A	33v	125A	80A
															B	18.0	29	1499	1656	751	306	829	250	396	362	358	374	591	165	298	277	295	250	96	57	140	104
HAPPY DAYS																																					
TUE. 8.00P 30 ABC CS 97 98															A	11.3	20	941	1689	652	209	735	270	421	313	277	275	434	152	279	201	199	133	289	176	231	155
															B	17.0	26	1416	1881	685	291	758	341	518	412	295	201	481	224	335	277	197	112	279	160	363	240
HART TO HART																																					
TUE. 10.00P 60 ABC PD 99 98															A	20.0	34	1666	1541	731	303	809	299	498	444	349	257	518	205	306	285	228	167	161	88	53A	26A
10.00 - 10.30															B	19.0	32	1583	1602	738	307	807	322	539	473	378	213	571	239	380	338	253	144	135	81	89	51
10.30 - 11.00															A	20.0	33	1666	1531	731	292	808	301	497	444	346	257	500	202	292	274	216	165	162	85	61A	36A
															A	20.1	35	1674	1539	727	312	802	294	494	440	346	256	531	210	320	291	235	167	160	93	46A	16v
HILL STREET BLUES																																					
THU. 10.00P 60 NBC OP 99 99															A	18.1	31	1508	1550	633	260	679	316	487	448	296	161	722	341	541	471	332	144	92	50A	57A	38A
10.00 - 10.30															B	18.5	31	1541	1689	697	325	753	329	545	488	351	164	739	361	572	488	328	130	138	55	59	33
10.30 - 11.00															A	17.9	30	1491	1567	639	258	687	330	493	448	288	164	700	317	516	459	333	144	97	48A	83	61A
															A	18.3	32	1524	1530	626	260	670	299	477	444	306	161	740	364	566	485	329	139	88	53A	32A	18v
I, LEONARDO: JOURNEY-MIND(S)																																					
1 TUE. 8.00P 60 CBS DO 98															A	11.1	19	925	1541	782	297	806	108A	266	336	480	450	504	127A	188A 170A	269	297	74A	50v	157A	135A	
8.00 - 8.30															A	11.0	19	916	1522	784	299	808	113A	259A 329	476	459	491	122A	184A 168A	263	293	80A	49v	143A	117A		
8.30 - 9.00															A	11.2	18	933	1546	776	295	799	102A	272	342	481	437	512	129A	187A 170A	272	300	67A	50v	168A	151A	
IT TAKES TWO																																					
1 THU. 9.30P 30 ABC CS 98															A	13.8	22	1150	1586	697	231	782	249	392	382	322	333	399	106A	212	236	214	163A	229	138A	176A	115A
															B	15.5	24	1291	1622	727	267	793	273	456	404	358	284	488	177	293	271	222	149	189	114	152	110
JEFFERSONS																																					
1 SUN. 9.00P 30 CBS CS 99 99															A	16.9	28	1408	1511	759	288	810	221	340	346	366	390	529	154	216	197	216	254	105	53A	67A	39A
2 SUN. 10.30P 30															B	19.7	29	1641	1676	750	301	826	246	409	386	354	360	553	183	292	274	241	215	145	78	152	103

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11					
																18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+								
EVENING CONT'D																																	
KNIGHT RIDER						28	204	194		A 13.9	23	1158	1934	571	192	642	224	402	369	323	217	617	261	417	329	276	163	295	115	380	290		
FRI. 9.00P 60 NBC A						98	96		B 15.2	24	1266	2086	640	252	695	263	469	427	346	180	674	269	467	417	332	155	286	109	431	319			
9.00 - 9.30									A 13.3	22	1108	1910	560	173	634	225	395	361	312	218	584	258	393	298	250	164	297	121	395	280			
9.30 - 10.00									A 14.5	23	1208	1945	579	208	644	222	407	375	331	212	642	263	442	354	301	158	290	107	369	297			
LAVENE & SHIRLEY						28	199	203		A 11.9	19	991	1709	639	208	707	268	418	313	273	251	419	145	256	209	200	135	336	230	247	177		
TUE. 8.30P 30 ABC CS						98	99		B 17.4	26	1449	1853	678	298	752	340	522	421	303	189	463	211	322	270	195	108	305	177	333	227			
LIFES-EMBARASSING MOMENTS(S)						199			A 28.0	44	2332	1693	773	248	799	313	521	492	400	229	648	275	452	425	329	144	189	87^	57^	25^			
1 WED. 10.00P 60 ABC U						98			A 26.8	41	2232	1690	772	250	796	308	512	490	395	232	654	276	450	421	334	150	171	80^	69^	33^			
10.00 - 10.30									A 29.3	48	2441	1686	771	245	798	314	526	495	403	225	639	277	454	427	320	136	202	93^	47^	16^			
10.30 - 11.00																																	
LOVE BOAT						28	203	202		A 20.7	36	1724	1813	757	303	841	261	471	456	390	305	479	185	283	246	205	156	236	153	257	181		
1 SAT. 9.00P 120 ABC CS						99	99		B 20.5	34	1708	1803	770	299	848	274	469	426	388	323	548	195	321	295	242	191	189	103	218	158			
2 SAT. 9.00P 60																																	
9.00 - 9.30									A 18.0	32	1499	1799	757	297	837	237	462	443	391	324	473	170	259	243	209	173	220	139	269	188			
9.30 - 10.00									A 21.3	37	1774	1813	763	286	838	245	464	456	393	318	477	180	268	245	199	172	214	140	284	201			
10.00 -																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	WOMEN 18-49 25-54			MEN 35-64 55+			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																				
NBC MONDAY NIGHT M-CONT'D																																				
9.30 - 10.00														A	20.1	30	1674	1659	645	254	710	323	511	457	315	164	652	287	486	461	309	114	181	87	116	61^
10.00 - 10.30														A	21.1	33	1758	1632	637	230	718	318	514	449	330	166	651	292	504	457	298	111	174	77	89	58^
10.30 - 11.00														A	21.5	35	1791	1657	639	236	736	326	530	466	340	166	671	309	528	475	307	105	173	80	77	57^
NBC NEWS DIGEST-M-F																																				
M-F 8.58P 1 NBC N														A	11.8	19	983	1956	692	282	800	288	493	416	354	276	564	231	364	318	249	169	276	151	316	199
														B	12.7	19	1058	1868	713	264	777	255	439	406	354	282	592	215	362	325	267	192	208	113	291	198
NBC NEWS DIGEST-2-M-F																																				
1 TU&TH 9.58P 1 NBC N														A	14.4	22	1200	1808	676	293	767	317	514	452	343	210	613	253	434	378	297	137	235	116	193	128
2 MON. 9.36P 1														B	12.2	18	1016	1744	706	281	764	282	474	442	353	232	626	255	422	370	284	165	185	88	169	118
2 W & F 9.58P 1																																				
NBC NEWS DIGEST-SAT																																				
SAT. 8.58P 1 NBC N														A	13.8	25	1150	1838	670	276	735	210	366	344	310	327	443	173	266	200	163	166	249	131	411	277
														B	12.6	21	1050	1981	726	273	802	246	422	375	337	320	533	191	302	275	223	186	246	139	400	291
NBC NEWS DIGEST-2-SAT.																																				
1 SAT. 9.58P 1 NBC N														A	9.1	16	758	1458	636	293^	716	183^	388	388	381	292^	405	108^	213^	203^	192^	160^	180^	62^	157^	139^
														B	9.4	16	783	1755	721	257	801	218	429	400	383	308	544	179	312	287	258	185	188	109	222	152
NBC NEWS DIGEST-SUN																																				
SUN. 8.58P 1 NBC N														A	15.2	24	1266	2156	767	279	824	336	509	468	324	259	751	380	593	490	308	123	306	160	275	196
														B	14.3	21	1191	2076	711	287	766	284	486	434	353	226	693	278	484	417	334	166	258	123	359	249
NBC NEWS DIGEST-2-SUN.																																				
2 SUN. 9.51P 1 NBC N														A	13.5	21	1125	1951	757	363	821	361	550	459	329	222	540	185^	363	318	299	136^	325	190^	265	189^
														B	16.2	24	1349	1840	740	314	799	302	530	479	396	215	721	276	500	448	371	169	179	92	141	106
NBC NIGHTLY NEWS-SAT.																																				
														A	7.4	17	616	1417	610	136^	704	78^	230	239	325	429	465	47^	105^	135^	234	319	124^	91^	124^	86^
SAT. 6.30P 30 NBC N														B	9.1	18	758	1537	681	200	737	129	283	268	334	406	619	124	275	279	309	296	69	34	112	75
NBC NIGHTLY NEWS-SUN																																				
SUN. 6.30P 30 NBC N														A	6.5	15	541	1512	638	301	756	166^	327	338	319	392	611	174^	349	343	307	233	111^	61^	34^	13^
														B	7.8	14	650	1576	682	250	739	181	339	315	331	348	643	147	323	344	346	266	81	35	113	69
NBC NIGHTLY NEWS																																				
M-F 6.30P 30 NBC N														A	9.7	20	808	1498	671	209	752	120	285	300	361	420	588	120	266	276	309	273	57^	21^	101	71^
														B	11.5	20	958	1570	712	234	765	145	316	317	381	394	621	145	283	281	303	294	75	38	109	72
NBC SUNDAY NIGHT MOVIE																																				
1 SUN. 9.00P 134 NBC FF														A	21.0	34	1749	2035	713	298	779	346	559	466	327	185	777	358	602	491	360	146	280	127	199	144
2 SUN. 9.00P 120														B	17.5	27	1458	1892	713	296	776	299	522	456	376	201	700	289	500	437	343	151	214	99	202	143
9.00 - 9.30														A	19.4	30	1616	2071	711	302	762	336	535	472	319	190	772	373	601	495	331	138	301	141	236	169
9.30 - 10.00														A	21.3	33	1774	2125	725	322	791	355	566	474	323	189	777	365	607	491	346	144	317	151	240	180
10.00 - 10.30														A	21.2	34	1766	2024	715	299	793	354	583	475	340	178	755	340	583	478	365	139	294	128	182	129
10.30 - 11.00														A	21.3	36	1774	1967	696	280	769	334	544	449	328	191	775	352	594	478	368	151	254	119	169	119
NBC WHITE PAPER(S)																																				
1 TUE. 10.00P 60 NBC DN														A	10.1	17	841	1348	653	241^	693	204^	359	387	377	259^	540	161^	340	309	323	154^	101^	11^	14^	14^
														A	10.3	17	858	1352	675	259^	717	223^	383	394	386	261^	503	154^	324	288	298	143^	115^	22^	17^	17^
														A	9.9	17	825	1331	628	223^	661	180^	329	381	366	253^	573	167^	353	328	348	164^	86^	17	11^	11^
NEWHART																																				
1 SUN. 8.30P 30 CBS CS														A	16.1	25	1341	1582	791	353	845	270	353	332	306	424	530	131^	195	190	258	280	84^	67^	123^	79^
														B	16.0	24	1333	1640	768	342	853	289	413	360	329	382	583	150	258	240	280	282	95	58	109	67
NEWSBREAK-M-F																																				
1 MTUF 8.58P 1 CBS N														A	13.6	22	1133	1698	691	214	761	200	351	352	337	348	525	146	272	235	253	227	190	99	222	123
1 WED. 9.12P 1														B	15.4	23	1283	1785	704	250	767	235	405	379	350	303	558	187	317	289	266	205	171	83	289	176
1 THU. 8.56P 3																																				
2 MTUTHF 8.58P 1																																				
2 WED. 8.28P 1																																				

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PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
EVENING CONT'D																																
NEWSBREAK-SAT.							30	191	189	A	7.6	14	633	1885	464	200	547	289	368	313	188	155	586	260	373	307	275	179	215	87	537	303
SAT.				8.58P	1	CBS N	96	94	B	12.2	20	1016	2001	694	251	742	248	448	408	358	244	642	238	418	372	326	180	195	75	422	268	
NEWSBREAK-SUN.							30	188	189	A	15.3	24	1274	1819	804	328	891	298	433	384	356	402	624	162	269	267	309	284	121	70	183	105
1 SUN.				8.58P	1	CBS N	95	94	B	17.5	26	1458	1681	758	299	832	245	402	363	348	380	583	178	300	286	270	237	112	66	154	102	
2 SUN.				8.55P	1																											
9 TO 5							24	202	201	A	18.2	28	1516	1685	745	301	817	315	490	417	322	275	493	192	291	263	195	170	200	95	175	129
TUE.				9.30P	30	ABC CS	98	98	B	19.3	29	1608	1732	712	297	781	321	513	442	337	216	532	221	358	310	236	136	226	118	193	138	
ONE DAY AT A TIME							7	201	203	A	16.7	25	1391	1565	728	281	840	278	449	421	318	350	432	138	231	203	202	172	171	79	122	70
MON.				9.30P	30	CBS CS	98	99	B	15.6	23	1299	1599	723	306	827	289	467	409	334	314	459	149	252	224	203	179	174	103	139	94	
QUINCY, M.E.							27	200	204	A	12.5	21	1041	1451	720	311	827	304	503	415	354	282	428	134	266	246	224	127	136	59	60	37
1 WED.				10.30P	60	NBC OP	97	98	B	13.9	23	1158	1538	706	290	766	269	470	448	360	237	584	230	390	346	271	160	130	70	58	35	
2 WED.				10.00P	60																											
10.00 - 10.30										A	14.9	23	1241	1517	766	340	883	355	560	473	380	261	370	142	245	207	184	106	163	82	101	62
10.30 - 11.00										A	11.7	19	975	1441	725	307	842	312	503	413	354	290	431	128	267	254	235	131	118	49	50	31
11.00 - 11.30										A	11.6	22	966	1365	647	273	722	231	432	340	315	290	489	137	287	281	247	142	126	44	28	15
REAL PEOPLE							28	202	209	A	16.1	27	1341	1683	670	245	769	232	400	384	342	333	520	153	268	286	249	207	211	105	183	143
1 WED.				9.00P	60	NBC PV	98	98	B	17.1	26	1424	1756	727	242	782	222	390	371	346	339	572	184	313	290	255	219	179	95	223	152	
2 WED.				8.00P	60																											
8.00 - 8.30										A	13.6	25	1133	1791	739	204	857	266	470	409	351	353	462	144	230	238	218	181	225	129	247	197
8.30 - 9.00										A	14.8	26	1233	1718	718	215	828	247	424	374	325	380	471	152	251	248	223	175	227	121	192	166
9.00 - 9.30										A	16.8	27	1399	1584	623	262	702	214	349	359	327	306	553	164	273	310	250	233	163	65	166	118
9.30 - 10.00										A	19.1	29	1591	1649	627	281	718	211	380	394	363	305	561	147	297	330	290	223	224	104	146	107
REMINGTON STEELE							7	195	200	A	17.3	27	1441	1703	736	331	842	312	508	464	383	281	555	201	351	303	276	176	184	104	122	97
TUE.				9.00P	60	NBC GD	97	98	B	15.0	23	1250	1703	716	298	793	286	497	464	371	246	613	216	395	347	307	181	180	79	117	78	
9.00 - 9.30										A	16.6	26	1383	1685	736	325	842	316	512	467	383	278	540	183	325	291	273	187	180	102	123	96
9.30 - 10.00										A	18.0	28	1499	1713	730	332	834	301	500	459	384	281	565	215	371	311	278	165	193	107	121	97
RIPLEY'S BELIEVE IT-NOT							27	186	188	A	10.2	20	850	1799	584	287	655	225	396	392	316	209	673	290	473	425	327	160	227	78	244	167
SUN.				7.00P	60	ABC U	95	97	B	12.1	19	1008	2011	681	311	748	300	519	462	348	189	708	275	489	447	356	165	230	101	325	229	
7.00 - 7.30										A	8.9	17	741	1773	558	277	642	220	385	373	307	211	668	278	470	420	334	161	231	91	232	166
7.30 - 8.00										A	11.4	21	950	1831	610	292	670	231	407	411	328	207	679	298	476	428	324	163	226	68	256	170
RIPLEY'S BELIEVE-NOT SP(5)										A	13.4	23	1116	1691	669	266	693	223	388	403	323	250	568	193	299	309	263	225	187	72	243	147
2 THU.				8.00P	60	ABC U																										
8.00 - 8.30										A	13.2	24	1100	1704	656	259	682	218	372	387	312	254	600	193	338	347	286	220	182	72	240	141
8.30 - 9.00										A	13.7	23	1141	1653	672	265	691	223	398	415	327	240	529	193	261	269	235	227	191	72	242	152
RYAN'S FOUR							3	195		A	15.8	25	1316	1543	746	296	843	374	539	410	348	272	497	230	357	313	225	99	117	82	86	35
1 WED.				9.00P	60	ABC GD	98			B	17.5	27	1458	1607	778	286	847	322	539	463	382	258	537	202	347	314	257	151	113	66	110	61
9.00 - 9.30										A	14.4	23	1200	1547	741	307	837	369	529	406	351	273	495	232	351	307	217	103	107	79	108	52
9.30 - 10.00										A	17.2	27	1433	1533	743	282	841	377	544	417	346	265	497	229	361	321	231	93	128	85	67	21
ST. ELSEWHERE							20	200		A	16.0	28	1333	1557	733	313	843	321	561	462	385	262	586	201	407	385	311	139	104	75	24	18
2 TUE.				10.00P	60	NBC GD		99		B	11.6	19	966	1515	704	280	773	279	479	427	353	246	614	249	432	397	293	141	91	40	37	19
10.00 - 10.30										A	16.1	28	1341	1591	733	322	851	336	568	464	373	263	590	194	406	385	320	141	115	85	35	25
10.30 - 11.00										A	15.8	28	1316	1524	737	303	838	306	553	462	397	263	579	208	407	382	304	136	94	66	13	10
SILVER SPOONS							29	202	202	A	15.6	29	1299	1934	631	262	712	225	372	339	292	303	458	191	296	214	167	151	302	176	462	319
SAT.				8.30P	30	NBC CS	99	99	B	15.3	26	1274	2012	711	272	791	258	431	376	320	306	513	191	306	276	217	165	270	153	438	313	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																		
SIMON & SIMON													1734	672	268	723	215	383	402	359	265	658	239	395	347	315	225	223	101	130	67^			
THU. 9.00P 60 CBS PD 26 205 204 99 99													1660	715	262	770	232	430	417	395	272	608	201	366	337	309	203	158	62	124	79			
9.00 - 9.30													1718	663	264	722	219	382	397	352	266	651	232	394	349	318	223	218	98	127	63			
9.30 - 10.00													1733	674	269	720	208	382	404	364	265	659	243	394	339	310	224	223	104	131	71			
60 MINUTES													1674	752	326	814	194	323	323	367	422	723	171	331	343	376	328	62^	22^	75	31^			
SUN. 7.00P 60 CBS DN 30 208 208 99 99													1611	736	273	785	176	335	339	372	388	691	183	348	346	350	287	60	26	75	46			
7.00 - 7.30													1678	743	320	811	188	319	318	369	426	723	168	324	337	372	337	62^	22^	82	35^			
7.30 - 8.00													1676	762	330	820	201	328	329	365	419	724	171	337	351	384	321	65^	24^	67^	28^			
SPECIAL MOVIE PRSNT-CBS(S)													1841	709	280	801	263	438	420	387	308	722	206	379	363	365	271	155^	43^	163	104^			
2 SUN. 8.00P 150 CBS FF 199 99													2051	763	317	882	293	482	433	409	353	765	185^	365	368	416	309	193	64^	211	141^			
8.00 - 8.30													2039	743	284	850	297	487	436	382	316	763	204	391	387	391	292	170^	60^	256	165^			
8.30 - 9.00													1801	674	269	762	243	420	414	384	287	733	234	408	364	351	265	152	42^	154	90^			
9.00 - 9.30													1728	660	262	746	233	404	396	380	290	692	213	379	352	340	248	151	32^	139^	91^			
9.30 - 10.00													1654	713	276	783	252	411	427	388	306	672	195	351	350	338	247	122^	25^	77^	52^			
10.00 - 10.30													1611	531	193^	569	247^	377	302^	213^	192^	482	208^	279^	280^	143^	192^	253^	174^	307^	157^			
SQUARE PEGS													1776	582	233	635	271	413	350	267	191	422	182	262	249	167	138	341	214	378	252			
2 WED. 8.30P 30 CBS CS 3 199 99													1705	727	267	827	212	435	384	378	358	546	210	301	248	212	216	150	89^	182	129			
T.J. HOOKER													1779	722	277	796	216	420	402	402	321	642	204	370	351	319	231	137	57	204	136			
SAT. 8.00 - 8.30													1719	747	254	854	216	447	387	387	371	540	205	292	239	206	220	147	92^	178	128			
8.30 - 9.00													A 15.2	28	1266	1697	710	279	804	205	424	382	372	348	550	212	309	257	217	212	157	89^	186	128
TEACHERS ONLY													A 10.6	18	883	1493	643	273	712	197	356	349	309	332	412	123^	214	202	189	176	226	107^	143	110^
SAT. 9.30P 30 NBC CS 11 190 193 94 96													B 10.7	18	891	1687	713	281	793	218	410	363	351	340	513	162	278	260	238	196	186	103	195	138
TV CENSORED BLOOPERS #4(S)													A 20.5	33	1708	2076	747	266	766	272	451	411	368	267	710	290	540	478	339	141	337	162	263	201
1 SUN. 8.00P 60 NBC CV 211 99													A 18.1	30	1508	2076	748	282	764	243	434	399	388	286	694	258	513	460	351	150^	355	187	263	203
8.00 - 8.30													A 22.8	35	1899	2078	748	253	767	297	465	422	349	252	728	318	566	493	333	135	320	142	263	199
8.30 - 9.00													A 15.0	26	1250	2087	783	298	860	346	528	490	299	297	634	277	448	394	290	140^	270	176^	323	198
TV'S GREATEST COMMERCIALS(S)													A 14.1	26	1175	2074	778	318	831	321	504	471	290	296	620	251	438	385	299	139^	283	171^	340	205
2 SUN. 8.00P 60 NBC CV 202 99													A 15.9	26	1324	2094	785	278	881	364	546	509	306	293	645	299	456	402	283	139^	261	181^	307	190
8.00 - 8.30													A 16.5	26	1374	1744	655	229	717	195	380	340	321	302	586	218	348	272	270	204	175	53^	266	183
8.30 - 9.00													B 18.3	27	1524	1792	654	242	703	221	398	378	342	253	654	226	401	371	317	206	183	63	252	172
THAT'S INCREDIBLE													A 15.2	25	1266	1746	657	225	721	200	392	347	325	299	567	207	340	267	268	197	179	55^	279	186
MON. 8.00P 60 ABC PV 25 199 200 97 98													A 17.7	28	1474	1746	658	229	718	192	372	339	320	306	603	227	357	279	273	208	169	51^	256	179
8.00 - 8.30													A 18.6	29	1549	1734	709	287	773	289	475	400	311	257	503	185	302	276	215	160	249	136	209	159
8.30 - 9.00													B 21.1	31	1758	1800	687	283	754	302	488	419	332	214	522	213	351	304	232	135	265	139	259	185
THREE'S COMPANY													A 13.4	22	1116	1673	704	251	784	246	405	393	358	326	520	139	263	277	279	214	175	96^	194	140
TUE. 9.00P 30 ABC CS 25 203 204 98 98													B 16.4	25	1366	1719	713	266	774	287	466	411	346	256	524	203	326	299	232	155	198	112	223	161
TOO CLOSE FOR COMFORT													A 19.1	30	1591	1352	734	271	827	220	362	342	370	406	415	73^	170	191	233	192	78^	59^	32^	22^
THU. 9.00P 30 ABC CS 26 207 207 99 99													B 18.7	31	1558	1553	767	311	856	266	451	412	393	346	533	191	312	287	242	179	109	64	55	35
TRAPPER JOHN, M.D.													A 19.1	29	1591	1377	753	278	842	229	378	361	380	398	424	75^	176	197	240	194	76^	65^	35^	23^
1 SUN. 10.00P 60 CBS GO 25 200 99													A 19.2	31	1599	1315	711	259	808	211	346	321	358	410	404	70^	163	181	223	191	76^	50^	27^	21^
10.00 - 10.30																																		
10.30 - 11.00																																		

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11					
EVENING CONT'D																																	
TUCKER'S WITCH						5	196	196	A	15.8	27	1316	1488	698	260	771	210	413	401	392	294	508	166	265	215	239	206	168	96	41^	38^		
THU. 10.00P 60 CBS CS						99	99	B	15.8	27	1316	1474	689	271	772	221	429	404	399	280	485	157	260	238	244	183	148	79	69	51			
10.00 - 10.30								A	16.1	27	1341	1516	714	271	782	206	413	404	403	300	523	171	276	223	248	212	175	98	36^	36^			
10.30 - 11.00								A	15.4	27	1283	1461	681	246	758	213	412	398	383	298	492	161	257	206	233	197	163	94^	48^	39^			
20/20						26	202	202	A	15.7	27	1308	1607	764	292	830	246	410	408	397	336	627	198	354	333	300	220	120	45^	30^	17^		
THU. 10.00P 60 ABC DN						99	99	B	15.3	26	1274	1501	728	250	768	214	402	394	395	299	609	173	332	337	297	222	79	37	45	30			
10.00 - 10.30								A	15.8	26	1316	1608	767	293	830	248	398	402	383	347	618	195	346	323	291	222	122	50^	38^	20^			
10.30 - 11.00								A	15.7	27	1308	1591	753	290	822	242	418	409	407	323	633	200	362	340	310	217	116	39^	20^	12^			
WALT DISNEY SPECIAL(S)						201			A	12.3	20	1025	1955	600	148^	683	282	479	412	258	204^	455	254	336	270	149^	109^	213^	92^	604	336		
2 TUC. 8.00P 60 CBS EA						99			A	11.7	20	975	1902	574	146^	652	249	434	383	247	218^	475	274	356	283	160^	110^	193^	88^	582	310		
8.00 - 8.30								A	12.8	20	1066	2015	628	152^	716	313	522	443	270	194^	441	241	324	262	139^	107^	230	97^	628	360			
WIZARDS & WARRIORS						7	199	202	A	7.7	15	641	1972	470	235	564	300	397	329	201	138^	588	270	404	316	272	160^	249	89^	571	358		
SAT. 8.00P 60 CBS A						99	99	B	10.2	18	850	2097	595	283	659	319	489	414	281	136	681	297	495	407	321	149	275	107	482	310			
8.00 - 8.30								A	7.5	15	625	1790	464	231	552	281	365	312	197	154^	554	260	373	283	247	158^	207	79^	477	279			
8.30 - 9.00								A	8.0	15	666	2098	464	230	562	308	415	340	198	121^	604	273	428	340	289	153^	282	97^	650	430			
ZORRO AND SON						3	199		A	8.4	15	700	1580	453	145^	496	155^	243^	243^	208^	253^	513	213^	282^	271^	158^	216^	148^	78^	423	192^		
2 WED. 8.00P 30 CBS CS						99		B	11.2	19	933	1706	559	207	607	208	353	334	290	220	476	179	275	294	217	153	243	137	380	220			
•LATE FRINGE																																	

ABC NEWS NIGHTLINE	10	188	192	A	5	1	16	425	1176	513	161	548	116	250	254	312	247	565	149	292	301	303	219	40	19	23	14
M-F 11.30P CO ABC N	96	96		B	5	1	16	425	1176	513	161	548	116	250	254	312	247	565	149	292	301	303	219	40	19	23	14
11.30 - 12.00				A	6	2	17	516	1211	539	171	572	119	265	280	327	253	570	144	290	302	307	225	44	21	25	15
12.00 - 12.30				A	3	9	14	325	1117	471	150	514	113	227	215	289	238	563	154	293	305	302	214	27	LT	LT	LT
ABC WEEKEND REPORT-SAT.	30	161	160	A	5	5	11	458	1079	485	231	565	148	273	286	298	209	459	177	273	247	197	140	55	22	11	11
SAT. 11.00P 15 ABC N	89	89		B	5	5	11	458	1294	556	221	617	208	357	331	304	211	549	193	348	318	265	162	86	41	42	32
ABC WEEKEND REPORT SUN.	30	165	164	A	3	6	7	300	1337	596	130	706	307	456	454	353	153	511	210	308	310	224	156	LT	LT	120	9
SUN. 11.00P 15 ABC N	91	91		B	4	4	10	367	1354	623	203	675	256	442	408	329	184	592	203	386	364	292	168	59	19	28	17
CBS NEWS NIGHTWATCH-1	135	78	80	A	1	7	20	142	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 M-FTHS 2.00A 30 CBS N	72	72		B	1	5	18	125	284	131	68	150	46	86	83	79	42	130	46	72	80	73	LT	LT	LT	LT	LT
1 WED. 2.14A 16																											
2 M-THSU 2.00A 30																											
CBS NEWS NIGHTWATCH-2	145	116	118	A	1	2	26	100	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
M-THSU 2.30A 210 CBS N	92	92		B	1	1	25	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2.30 - 3.00				A	1	5	22	125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
3.00 - 3.30				A	1	3	24	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
3.30 - 4.00				A	1	1	23	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
4.00 - 4.30				A	1	1	27	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
4.30 - 5.00				A	1	0	27	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
5.00 - 5.30				A	1	1	30	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
5.30 - 6.00				A	1	1	30	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
CBS SUNDAY NEWS-OSGOOD	30	114	114	A	6	0	12	500	1218	687	274	687	96	222	292	388	375	478	109	234	208	249	204	53	LT	LT	LT
SUN. 11.00P 15 CBS N	63	64		B	5	9	12	491	1289	664	253	707	184	300	293	313	352	537	166	301	300	251	192	31	LT	LT	LT
DAVID LETTERMAN I	119	190	191	A	3	3	18	275	975	470	142	568	244	335	221	192	216	392	236	305	248	119	62	LT	LT	LT	LT
CONT'D																											

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+											
LATE FRINGE CONT'D														+ - - - -																						
NBC NEWS OVERNIGHT M-F 149 149 150														A	1.6	15	133	316	128	38	158	91	106	53	37	52	143	76	121	113	45	LT	LT	LT	LT	
1 MON. 1.30A 46 NBC N 91 91														B	1.5	14	125	449	150	57	182	91	117	78	63	59	236	126	174	141	71	56	LT	LT	LT	LT
1 TUE. 1.30A 45																																				
1 WED. 2.00A 46																																				
1 THU. 1.30A 44																																				
1 FRI. 2.00A 45																																				
2 MON. 1.30A 43																																				
2 TU&TH 1.30A 45																																				
2 WED. 1.30A 30																																				
2 FRI. 2.00A 30																																				
1.30 - 2.00														A	1.6	14	133	812	368	188	428	234	278	195	90	150	361	150	263	217	166	98	LT	LT	LT	LT
2.00 - 2.30														A	1.7	14	142	373	106	LT	176	134	134	56	LT	42	197	106	155	148	63	LT	LT	LT	LT	
ONE ON ONE 10 145 144														A	1.5	7	125	392	144	47	152	LT	64	80	96	72	240	96	160	168	112	56	LT	LT	LT	LT
M-F 12.30A 30 ABC N 79 80														B	1.5	7	125	392	144	47	152	LT	64	80	96	72	240	96	160	168	112	56	LT	LT	LT	LT
SATURDAY NIGHT 28 198 204														A	7.6	22	633	1403	520	271	575	302	414	358	220	137	574	303	475	422	255	54	210	72	44	29
1 SAT. 11.30P 80 NBC GV 97 99														B	7.3	22	608	1545	557	276	624	322	479	369	234	119	632	364	546	437	241	57	232	123	57	47
2 SAT. 11.30P 79																																				
11.30 - 12.00														A	8.8	22	733	1475	570	281	618	313	441	392	240	146	597	268	469	435	298	66	200	77	60	22
12.00 - 12.30														A	7.2	21	600	1368	503	282	573	309	423	369	212	130	548	299	461	426	237	47	217	70	30	30
12.30 - 1.00														A	6.0	23	500	1250	346	164	346	152	192	192	131	154	692	476	632	493	216	32	212	42	LT	LT
SCTV NETWORK 22 192														A	3.2	15	267	1124	506	266	618	375	450	259	112	131	450	274	319	195	157	131	34	34	22	LT
2 FRI. 12.30A 90 NBC GV 149 207 207														A	4.3	17	358	1171	477	111	511	242	377	264	164	109	474	258	395	312	184	53	165	94	21	1
12.30 - 1.00														A	4.3	17	358	1316	509	253	682	393	488	299	132	157	508	254	354	272	209	154	73	73	53	LT
1.00 - 1.30														A	3.0	14	250	888	424	256	536	428	484	276	108	LT	352	268	268	124	84	84	LT	LT	LT	LT
1.30 - 2.00														A	2.4	15	200	1030	585	285	585	260	320	165	85	240	445	300	300	135	145	145	LT	LT	LT	LT
TONIGHT SHOW 149 207 207														A	7.2	23	600	1193	570	210	608	185	332	296	309	245	542	194	335	294	262	171	32	16	11	LT
1 MTJTHF 11.30P 60 NBC GV 99 99														B	6.7	22	558	1284	621	205	667	205	375	336	336	245	546	205	364	318	256	151	54	24	17	10
1 WED. 12.00M 60																																				
2 M-F 11.30P 60																																				
11.30 - 12.00														A	8.4	23	700	1237	592	226	632	202	355	317	320	244	565	185	339	312	282	189	28	15	12	7
12.00 - 12.30														A	6.3	23	525	1145	553	196	588	169	316	285	301	244	509	194	321	271	241	153	37	19	11	LT
12.30 - 1.00														A	5.1	25	425	958	476	90	476	82	177	129	252	288	482	303	383	287	167	45	LT	LT	LT	LT
WEEKDAY DAYTIME 187														A	5.8	18	483	1292	699	248	749	320	588	489	344	161	233	97	155	155	89	78	180	139	130	130
ABC AFTERSCHOOL SPECIAL(S) 94																																				
1 WED. 4.30P 60 ABC FV														A	5.5	18	458	1205	747	227	806	335	629	541	372	177	159	98	98	98	31	61	139	139	101	101
4.30 - 5.00														A	6.1	18	508	1354	654	264	693	306	547	438	317	146	295	96	205	205	139	90	211	133	155	155
5.00 - 5.30																																				
ABC DAYTIME NEWSBRIEF-M-F 148 178 178														A	7.9	28	658	1254	884	261	986	442	743	576	441	208	158	57	101	80	79	51	57	29	53	13
M-F 1.57P 2 ABC N 94 94														B	8.3	28	691	1286	821	229	923	442	677	504	381	199	219	115	152	103	72	58	65	48	79	27
ABC WORLD NEWS-MORN-645A 80 151 149														A	2.0	17	167	1216	509	281	520	162	311	330	305	149	414	90	228	229	263	168	115	48	167	167
M-F 6.45A 15 ABC N 88 88														B	2.0	16	167	887	434	205	442	152	249	244	208	158	275	65	126	141	162	120	92	33	78	54
ALL MY CHILDREN 149 202 202														A	8.6	31	716	1265	881	258	978	438	722	554	415	219	162	61	103	76	73	53	61	32	64	16
M-F 1.00P 60 ABC DD 99 99														B	9.4	32	783	1288	818	226	919	447	677	500	369	195	215	111	145	102	70	59	67	47	87	29
1.00 - 1.30														A	8.2	30	683	1253	864	257	963	443	706	535	396	219	158	58	98	73	69	54	65	36	67	1
1.30 - 2.00														A	9.1	33	758	1253	882	252	978	429	726	561	425	216	161	62	105	77	74	51	56	29	58	1

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1983 REPORT

PROGRAM NAME		WK # DAY		START TIME DUR		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
												TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
																TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL FEM.		TOTAL 6-11		
WEEKDAY DAYTIME CONT'D																																		
GOOD MORNING, AMERICA-830		150 203 204		M-F 8.30A 30		ABC N		99 99		A	5.4	27	450	1098	762	215	777	191	371	407	384	331	271	60	111	112	154	142	21	17	29	12		
M-F 8.30A 30		ABC N		99 99							B	5.7	27	475	1109	710	163	736	172	357	361	388	322	303	68	123	131	146	150	19	17	51	18	
GUIDING LIGHT		152 203 203		M F 3.00P 60		CBS DD		99 99		A	6.8	24	566	1242	864	162	940	227	430	417	429	443	201	52	104	82	97	91	67	45	34	11		
M F 3.00P 60		CBS DD		99 99							B	7.4	25	616	1289	861	152	932	241	450	437	445	418	192	54	91	69	84	94	78	47	87	42	
3.00 - 3.30											A	6.7	25	558	1195	851	140	918	216	402	397	411	449	190	48	93	71	90	92	55	38	32	9	
3.30 - 4.00											A	7.0	24	583	1245	864	178	943	230	448	432	440	428	200	51	106	84	96	89	71	49	31	11	
LOVE BOAT DAYTIME		150 186 187		M F 11.00A 60		ABC CS		94 94		A	3.9	19	325	1200	628	215	714	336	480	390	310	185	233	116	156	110	71	68	105	80	148	25		
M F 11.00A 60		ABC CS		94 94							B	5.0	22	417	1251	591	191	673	329	468	346	277	157	299	167	218	155	90	70	108	69	171	63	
11.00 - 11.30											A	3.5	18	292	1212	631	229	706	323	460	384	308	192	250	120	168	116	83	75	105	85	151	18	
11.30 - 12.00											A	4.3	21	358	1159	624	194	711	345	494	394	307	172	209	111	143	101	56	58	102	76	137	25	
NEW BATTLESTARS		20 146 146		M F 12.00N 30		NBC QG		73 73		A	2.0	9	167	1287	748	150	957	185	383	371	413	508	185	30	59	47	72	126	37	17	108	17		
M F 12.00N 30		NBC QG		73 73							B	2.3	9	192	1391	729	148	880	161	323	329	402	486	217	55	86	60	73	125	125	91	169	44	
NEWSBREAK-11.57		152 178 178		M F 11.57A 2		CBS N		90 90		A	6.0	29	500	1304	758	167	848	222	390	388	382	378	334	72	129	97	143	198	22	12	100	26		
M F 11.57A 2		CBS N		90 90							B	7.1	30	591	1264	674	107	737	193	331	314	328	351	348	99	146	123	123	182	40	22	139	45	
NEWSBREAK-3.57		152 190 189		M-F 3.57P 2		CBS N		97 96		A	5.5	19	458	1218	845	190	921	207	460	441	458	405	187	55	98	72	77	85	81	53	29	10		
M-F 3.57P 2		CBS N		97 96							B	6.3	20	525	1245	835	156	901	210	448	435	461	390	182	50	85	65	79	88	79	49	83	39	
ONE LIFE TO LIVE		149 202 202		M F 2.00P 60		ABC DD		99 99		A	7.7	30	641	1257	815	241	914	423	692	520	384	200	172	76	117	86	63	49	117	88	54	12		
M F 2.00P 60		ABC DD		99 99							B	8.1	29	675	1284	794	244	894	439	650	485	352	198	227	115	149	100	71	64	85	67	78	29	
2.00 - 2.30											A	7.5	28	625	1270	836	257	941	435	716	540	403	198	177	75	120	93	70	51	102	72	50	11	
2.30 - 3.00											A	7.8	30	650	1291	795	224	896	415	671	506	367	204	166	80	115	79	51	46	132	103	57	16	
PRICE IS RIGHT 1		152 204 205		M-F 11.00A 30		CBS AP		99 99		A	5.8	29	483	1319	737	182	808	209	354	339	327	403	358	100	149	98	134	192	16	17	137	42		
M-F 11.00A 30		CBS AP		99 99							B	6.9	31	575	1293	669	99	732	194	323	296	303	370	368	113	159	135	123	187	42	21	151	47	
PRICE IS RIGHT 2		153 204 205		M-F 11.30A 30		CBS AP		99 99		A	7.4	36	616	1346	762	170	837	206	354	353	354	410	377	77	142	108	168	223	18	10	114	30		
M-F 11.30A 30		CBS AP		99 99							B	8.6	37	716	1315	686	103	751	190	321	295	316	387	379	109	157	129	193	203	41	20	144	44	
RYAN'S HOPE		149 178 179		M-F 12.30P 30		ABC DD		94 95		A	4.9	20	408	1270	790	204	907	404	618	493	353	245	179	90	111	91	57	66	103	61	81	17		
M-F 12.30P 30		ABC DD		94 95							B	5.5	21	458	1240	742	188	835	401	582	456	326	210	235	111	143	111	78	79	73	50	97	32	
SALE OF THE CENTURY		85 150 146		M-F 10.30A 30		NBC QG		84 83		A	3.2	16	267	1322	711	146	782	220	445	408	398	299	345	68	184	175	191	143	34	30	161	22		
M-F 10.30A 30		NBC QG		84 83							B	4.3	19	358	1383	706	126	764	222	379	336	324	345	328	94	155	150	137	148	90	52	201	60	
SEARCH FOR TOMORROW		150 164 164		M F 12.30P 30		NBC DD		82 82		A	2.7	11	225	1138	702	84	787	151	275	298	413	440	258	93	125	71	98	129	31	17	62	17		
M F 12.30P 30		NBC DD		82 82							B	2.7	10	225	1236	771	138	841	218	360	324	348	415	267	82	108	73	91	147	43	31	85	29	
TATTALES		150 119 117		M-F 4.00P 30		CBS QG		67 67		A	2.7	9	225	1338	796	173	876	178	321	350	387	463	316	67	111	99	115	186	30	26	116	22		
M-F 4.00P 30		CBS QG		67 67							B	2.9	9	242	1261	776	130	825	206	371	358	368	389	286	75	97	79	99	175	41	27	109	46	
TODAY SHOW-7.30AM		150 209 209		M-F 7.30A 30		NBC N																												

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11															
WEEKDAY DAYTIME CONT'D																																									
YOUNG AND THE RESTLESS																		A	7.7	32	641	1296	820	148	902	249	446	433	430	374	265	121	168	120	91	94	23	16	106	12	
M-F 12.30P 60 CBS DD 153 203 204																		B	8.0	31	666	1276	822	152	887	254	450	417	406	378	249	97	137	110	100	95	33	26	107	26	
12.30 - 1.00																		A	7.5	33	625	1301	828	155	906	250	453	445	432	369	265	126	170	116	85	92	21	16	109	15	
1.00 - 1.30																		A	7.8	31	650	1286	816	138	901	250	438	421	428	382	259	116	162	121	90	94	20	13	106	12	
WEEKEND DAYTIME																																									
ABC WEEKEND SPECIALS																		A	3.9	14	325	1711	272	77	404	204	343	170	157	61	191	61	157	138	96	34	288	202	828	456	
SAT. 12.00N 30 ABC FV 26 176 136																		B	5.6	18	466	1776	358	142	434	228	340	254	161	73	276	146	221	178	114	36	321	183	745	463	
ABC WIDE WORLD-SPORTS SAT 21 204 202																		A	6.8	18	566	1489	565	272	609	180	330	280	278	246	613	264	381	301	235	215	139	56	128	78	
1 SAT. 5.00P 90 ABC SA 99 98																		B	9.2	20	766	1550	525	179	569	180	315	293	273	206	688	245	428	397	340	212	135	61	158	100	
2 SAT. 3.30P 60																																									
& 6.06P 24																																									
3.30 - 4.00																		A	3.5	11	292	1205	456	93	497	82	209	168	268	288	404	147	222	195	155	182	126	58	178	116	
4.00 - 4.30																		A	5.8	17	483	1337	508	180	555	129	293	238	263	262	467	164	265	196	165	202	163	63	152	66	
5.00 - 5.30																		A	7.1	19	591	1486	403	183	453	150	232	195	204	197	712	293	447	350	296	253	173	39	148	99	
5.30 - 6.00																		A	6.8	17	566	1565	536	311	576	196	355	270	284	182	666	359	467	316	224	199	180	60	143	73	
6.00 - 6.30																		A	8.9	21	741	1580	698	377	730	226	403	361	313	278	656	275	397	343	262	220	103	56	91	67	
ABC WIDE WORLD-SPORTS SUN 11 193																		A	6.5	16	541	1259	218	52	229	119	158	158	79	71	812	224	463	442	561	283	128	57	90	35	
1 SUN. 5.04P 54 ABC SA 97																		B	9.9	21	825	1590	433	178	472	165	275	266	229	159	821	318	514	463	404	240	150	39	147	106	
5.00 - 5.30																		A	5.9	15	491	1198	195	31	201	114	146	146	73	55	802	224	476	428	538	282	106	47	89	37	
5.30 - 6.00																		A	7.0	17	583	1326	237	69	252	124	168	168	85	84	833	231	465	457	582	289	149	65	92	34	
AMERICAN BANDSTAND '83																		A	3.4	12	283	1534	410	184	474	260	396	268	190	78	371	255	357	257	116	LT	289	218	400	202	
SAT. 12.30P 60 ABC PC 83 73																		B	4.9	15	408	1640	444	153	532	312	407	272	151	109	424	249	342	234	144	64	302	215	382	223	
12.30 - 1.00																		A	3.2	11	267	1648	341	157	475	292	427	274	183	48	374	255	374	292	119	LT	315	221	484	258	
1.00 - 1.30																		A	3.5	12	292	1425	470	213	470	226	370	295	198	100	370	258	343	229	112	27	266	219	319	143	
ASK NBC NEWS-8:28AM																		A	4.0	25	333	1625	210	45	234	81	144	135	153	72	168	51	51	99	76	69	153	51	1070	643	
SAT. 8.28A 2 NBC CN 95 96																		B	4.4	29	367	1698	224	98	253	139	175	134	103	48	173	73	104	110	87	42	233	118	1039	645	
ASK NBC NEWS-8:58AM																		A	5.7	29	475	2080	212	67	247	150	181	156	77	52	198	88	88	88	62	110	321	36	1314	908	
SAT. 8.58A 2 NBC CN 97 97																		B	5.5	28	458	1716	237	112	271	144	189	146	108	58	163	86	110	94	53	43	268	105	1014	634	
ASK NBC NEWS-10:28AM																		A	7.1	30	591	1981	230	116	297	186	228	144	59	60	242	159	198	150	69	44	373	189	1069	701	
SAT. 10.28A 2 NBC CN 99 99																		B	8.0	30	666	1739	253	124	285	158	226	153	99	49	195	118	150	123	63	32	305	154	954	563	
ASK NBC NEWS-10:58AM																		A	6.1	25	508	1919	255	94	315	167	229	159	88	71	359	209	282	192	133	54	290	148	955	687	
SAT. 10.58A 2 NBC CN 94 94																		B	6.8	24	566	1707	258	111	285	138	215	155	109	58	206	125	162	126	68	27	313	161	903	559	
ASK NBC NEWS-11:58AM																		A	6.0	22	500	1664	240	92	288	121	194	182	127	70	298	186	224	186	78	49	212	74	866	470	
SAT. 11.58A 2 NBC CN 79 93																		B	6.3	22	525	1664	284	133	316	173	245	168	117	53	260	165	206	138	73	40	315	117	773	447	
BLACKSTAR(B)																		A	3.6	13	300	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 SAT. 1.00P 30 CBS CA 65																																									
BLACKSTAR																		A	4.1	15	342	1582	433	176	433	100	176	176	333	257	401	358	358	214	43	43	347	192	401	129	
2 SAT. 1.00P 30 CBS CA 78																		B	4.7	15	392	1725	314	161	440	231	305	188	137	123	418	266	335	223	126	67	226	97	641	341	
BUGS BUNNY/ROAD RUNNER 1																		A	3.7	16	308	1490	237	110	295	174	220	143	76	61	399	149	149	157	214	214	111	23	685	299	
SAT. 9.30A 30 CBS CA 99 99																		B	4.3	17	358	1726	306	131	365	181	260	176	119	96	434	239	305	221	152	110	190	70	737	355	
BUGS BUNNY/ROAD RUNNER 2																		A	4.8	20	400	1653	308	118	350	243	278	177	53	62	451	217	236	191	200	182	158	32	694	315	
SAT. 10.00A 30 CBS CA 99 99																		B	5.9	22	491	1791	342	124	392	216	291	183	104	95	417	241	304	221	140	91	207	69	775	404	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11					
WEEKEND DAYTIME CONT'D																																	
BUGS BUNNY/ROAD RUNNER 3						11	193	192	A	6.1	24	508	1535	240	127^	307	193^	236^	185^	68^	46v	350	142^	244	207^	187^	92^	212^	73^	666	331		
SAT. 11.00A 30 CBS CA						97	96	B	6.4	23	533	1643	330	157	378	215	288	193	105	77	393	245	306	200	110	81	186	81	686	330			
BUGS BUNNY/ROAD RUNNER 4						11	190	191	A	6.3	23	525	1408	244	135^	307	163^	252	223^	106^	38v	335	125^	252	212^	198^	83^	198^	57v	568	290		
SAT. 11.30A 30 CBS CA						96	96	B	6.9	24	575	1597	332	174	385	225	294	190	112	75	404	256	325	203	121	73	174	87	634	319			
CAPTAIN KANGAROO-SAT						31	135	135	A	1.0	12	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
SAT. 7.00A 60 CBS CL						84	84	B	1.2	16	100	518	101	LT	116	52	79	63	LT	LT	LT	65	LT	LT	LT	LT	LT	LT	53	LT	284	172	
7.00 - 7.30								A	.8	12	67	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
7.30 - 8.00								A	1.3	13	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
CBS CHILDREN'S FILM FEST.						9	119	144	A	3.1	11	258	1640	559	190^	679	210^	480	387^	372^	199^	404^	136^	233^	190^	268^	171^	169^	27v	388^	252^		
SAT. 1.30P 30 CBS CL						63	74	B	3.6	11	300	1675	415	239	524	229	377	260	228	127	488	255	364	263	189	116	210	91	453	239			
CBS SPORTS SATURDAY						14	172		A	6.6	19	550	1465	356^	155^	356^	70v	195^	241^	243^	115^	983	296^	639	623	564	262^	91v	33v	35v	LT		
1 SAT. 4.42P 78 CBS SA						89		B	6.6	17	550	1494	423	170	450	136	243	235	213	166	776	275	489	450	375	244	91	29	177	119			
5.00 - 5.30								A	6.5	19	541	1501	385^	179^	385^	93v	231^	280^	255^	105v	995	289^	650	617	586	259^	91v	28v	30v	LT			
5.30 - 6.00								A	7.1	20	591	1411	340^	163^	340^	48v	152^	207^	257^	133^	965	273^	606	615	545	277^	87v	23v	19v	LT			
DUKES						13	199	197	A	5.4	22	450	1680	306	118^	361	247^	289	204^	66v	48v	290	184^	198^	148^	83^	92^	206^	91^	823	364		
SAT. 10.30A 30 CBS CA						99	98	B	6.8	24	566	1822	319	137	377	211	281	178	97	91	332	210	255	164	78	69	230	86	883	462			
FACE THE NATION						30	150	153	A	2.3	9	192	1250	510^	172^	532^	94v	214^	214^	235^	318^	552^	157v	307^	281^	301^	224^	93v	LT	73v	47v		
SUN. 11.30A 30 CBS CC						90	92	B	3.2	11	267	1226	501	154	520	102	184	183	203	300	558	176	284	276	271	225	55	24	93	62			
FLASH GORDON						30	108	122	A	3.1	11	258	1198	307^	163^	517	292^	432^	295^	190^	43v	113v	66v	66v	66v	35v	47v	250^	30v	318^	117v		
SAT. 12.30P 30 NBC CA						99	96	B	4.0	13	333	1747	354	128	400	217	304	213	133	80	301	168	239	188	105	48	287	126	759	441			
FLINTSTONE FLNNIES						31	185	196	A	3.4	23	283	1633	219^	50v	240^	91v	152^	134^	149^	73v	191^	46v	67v	114^	114^	77v	141^	56v	1661	139		
SAT. 8.00A 30 NBC CA						95	96	B	3.5	25	292	1672	219	98	247	130	167	132	136	48	184	75	109	119	92	47	215	111	133	140			
GARY COLEMAN SHOW						32	201	201	A	6.0	25	500	2112	276	97^	342	182^	264	176^	103^	65^	334	201^	273	188^	120^	36v	372	216^	1064	743		
SAT. 10.30A 30 NBC CA						94	94	B	6.8	25	566	1717	257	111	284	139	218	156	112	54	201	122	160	123	67	24	312	165	920	566			
GILLIGAN'S PLANET(B)						139			A	4.2	15	350	977	177^	43v	214^	128v	169v	169v	41v	45v	LT	LT	LT	LT	LT	LT	171v	LT	592^	480^		
1 SAT. 12.00N 30 CBS CA						69																											
GILLIGAN'S PLANET						9	159		A	5.1	18	425	1485	356^	161^	474^	238^	339^	210^	236^	135v	175^	135v	135v	51v	40v	40v	207^	103v	629	562^		
2 SAT. 12.00N 30 CBS CA						84		B	5.2	17	433	1643	372	146	419	227	304	199	133	95	281	169	224	125	86	52	227	81	716	402			
HULK/SPIDERMAN 1						30	176	195	A	5.4	21	450	1524	254^	78^	307	123^	208^	200^	130^	83^	336	214^	262^	215^	106^	44v	209^	74^	672	342		
SAT. 11.00A 30 NBC CA						79	93	B	6.2	22	516	1720	263	112	301	160	231	165	110	55	248	155	198	148	76	35	310	124	861	497			
HULK/SPIDERMAN 2						30	176	195	A	6.1	22	508	1720	234^	89^	294	121^	200^	189^	125^	74^	356	234^	275	236^	89^	55v	207^	69^	863	452		
SAT. 11.30A 30 NBC CA						79	93	B	6.6	23	550	1721	282	133	317	174	246	174	117	52	262	164	212	150	77	38	327	119	815	469			
IN THE NEWS- 8.26AM						32	172	172	A	2.1	13	175	1383	154v	46v	154v	28v	28v	74v	46v	80v	166v	46v	120v	120v	120v	46v	137v	LT	926	549^		
SAT. 8.26A 3 CBS CN						80	80	B	2.3	15	192	1484	196	58	211	89	146	121	97	53	248	101	176	162	118	54	183	58	842	513			
IN THE NEWS- 8.56AM						32	179	181	A	2.5	13	208	716	LT	LT	LT	LT	LT	LT	LT	LT	44v	44v	44v	44v	LT	LT	86v	LT	586	240^		
SAT. 8.56A 3 CBS CN						82	89	B	2.9	15	242	1512	202	85	213	82	142	130	100	54	256	120	182	151	109	55	212	73	831	468			
IN THE NEWS- 9.26AM						32	187	188	A	3.0	14	250	1432	136^	88v	168^	LT	63v	88v	112v	80v	343^	88v	88v	128^	204^	215^	284^	LT	637	309^		
SAT. 9.26A 3 CBS CN						96	98	B	3.3	14	275	1583	267	96	293	125	184	142	111	92	321	161	213	154	123	84	224	92	745	417			
IN THE NEWS- 9.56AM						25	202	200	A	4.3	18	358	1598	257^	107^	299^	184^	218^	148^	48v	72v	441	184^	184^	175^	220^	229^	173^	16v	685	130^		
SAT. 9.56A 3 CBS CN						99	99	B	4.4	17	367	1695	335	135	388	187	260	191	125	105	437	259	319	219	143	93	177	63	693	342			

1ST MAY 1983 REPORT

[illegible]

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1983 REPORT

PROGRAM NAME		T/C THIS SEASON		NO OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)								
												TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																															
SMURFS III						32	212	211	A	7.6	32	633	2088	236	122	307	192	234	152	63	63	232	155	190	146	65	42	380	203	1169	764
SAT.	10.00A	30	NBC	CA		99	99		B	8.9	33	741	1782	249	119	281	156	224	153	100	46	194	118	150	121	64	30	313	156	994	596
SPEC. EDITION CBS SPORTS(S)							174		A	2.4	6	200	1375	481	LT	571	146	266	275	260	270	506	161	266	239	230	176	48	29	250	185
2 SAT.	4.00P	138	CBS	SE		93																									
4.00 - 4.30								A	2.5	7	208	1346	337	LT	452	58	125	168	192	284	438	159	232	266	164	172	143	53	313	259	
4.30 - 5.00								A	2.3	6	192	1036	436	LT	540	114	208	317	292	223	339	LT	37	178	235	161	32	32	125	104	
5.00 - 5.30								A	2.2	6	183	1262	448	28	557	153	240	197	246	317	525	175	300	279	252	159	LT	LT	180	32	
5.30 - 6.00								A	2.2	5	183	1322	590	49	699	213	421	350	328	278	579	214	350	174	233	191	LT	LT	44	LT	
SPORTSBEAT						13	140		A	3.1	10	258	1023	218	74	249	86	152	143	163	74	520	121	214	209	306	287	173	77	81	62
1 SAT.	3.00P	30	ABC	SC		79		B	2.9	8	242	1268	403	136	435	95	203	209	217	188	551	213	329	319	264	187	116	49	166	130	
SPORTSWORLD						14	184	190	A	5.6	16	466	1685	503	144	531	169	314	313	269	167	859	283	546	529	453	231	147	61	148	92
1 SUN.	2.00P	120	NBC	SE		93	95		B	6.7	16	558	1529	442	173	485	161	277	263	232	164	795	284	520	491	407	211	109	37	140	97
2 SUN.	4.00P	120																													
2.00 - 2.30								A	4.7	14	392	1849	570	23	570	272	422	364	263	113	858	309	668	609	457	190	220	65	201	96	
2.30 - 3.00								A	4.9	14	408	1507	423	96	423	123	286	235	242	113	743	250	566	504	395	177	194	79	147	49	
3.00 - 3.30								A	5.5	15	458	1799	519	79	543	162	378	310	275	165	968	369	698	592	440	252	127	67	161	80	
3.30 - 4.00								A	5.8	15	483	1706	447	106	472	124	314	314	263	158	950	314	633	561	472	278	112	52	172	102	
4.00 - 4.30								A	5.0	14	417	1508	448	182	515	221	290	289	199	159	809	252	484	542	477	181	108	LT	76	76	
4.30 - 5.00								A	5.8	17	483	1605	422	191	459	167	226	265	223	157	837	198	437	559	541	220	183	79	126	102	
5.00 - 5.30								A	6.6	18	550	1565	508	158	541	122	231	291	288	219	785	263	435	424	405	236	117	57	122	87	
5.30 - 6.00								A	6.7	18	558	1713	581	239	598	136	317	374	334	207	824	286	444	451	399	250	122	79	169	126	
SUNDAY MORNING																															
SUN.	9.00A	90	CBS	N		93	93		B	5.0	22	417	1370	602	204	625	141	249	269	306	318	559	173	314	341	292	193	48	17	138	75
9.00 - 9.30								A	3.7	19	308	1208	604	172	604	117	250	250	240	318	351	84	120	98	153	231	94	55	159	74	
9.30 - 10.00								A	4.8	22	400	1218	523	153	523	90	143	187	226	316	451	123	171	194	215	247	119	72	125	51	
10.00 - 10.30								A	4.5	20	375	1096	473	123	473	75	112	196	221	277	460	132	192	240	220	220	73	34	90	24	
SUPERFRIENDS						31	178	178	A	4.2	28	350	1491	197	111	231	128	208	192	103	23	106	85	106	37	21	LT	191	129	963	712
SAT.	8.00A	30	ABC	CA		93	93		B	3.3	24	275	1713	192	96	226	106	147	113	89	72	161	59	112	91	87	42	211	64	1115	721
THIS WEEK-DAVID BRINKLEY						29	148	118	A	2.6	10	217	1309	544	65	558	106	170	225	234	333	433	91	248	309	273	124	134	92	184	LT
SUN.	11.30A	60	ABC	N		89	81		B	4.0	14	333	1316	560	167	599	105	195	200	275	360	582	137	283	283	295	254	58	31	77	38
11.30 - 12.00								A	2.6	10	217	1267	524	32	524	175	220	262	197	262	369	47	175	226	243	143	139	97	235	24	
12.00 - 12.30								A	2.6	10	217	1286	549	92	567	28	105	175	266	392	475	138	318	382	285	93	120	83	124	LT	
THUNDARR						4	123	133	A	3.9	14	325	1717	262	111	351	191	260	225	117	60	372	331	331	280	34	41	268	79	726	250
SAT.	12.00N	30	NBC	CA		66	70		B	4.1	14	342	1769	293	133	349	223	272	230	104	46	331	294	294	232	25	37	359	165	730	325
TOURN. OF CHAMPIONS-SAT.(S)						166			A	2.4	9	200	1375	316	35	326	116	131	125	190	185	630	240	324	355	304	266	149	44	270	160
2 SAT.	1.30P	120	ABC	SE		89																									
1.30 - 2.00								A	2.7	10	225	1342	311	40	311	119	119	119	161	192	587	289	343	396	240	191	22	22	422	280	
2.00 - 2.30								A	2.9	11	242	1306	289	50	289	107	107	120	182	169	699	298	368	443	323	256	124	33	194	129	
2.30 - 3.00								A	2.1	7	175	1463	308	LT	330	108	137	131	202	177	635	206	303	280	319	332	247	46	251	115	
3.00 - 3.30								A	1.8	6	150	1453	353	LT	393	120	153	120	266	233	607	134	273	240	353	334	273	80	180	81	
TOURN. OF CHAMPIONS-SUN.(S)						186			A	3.5	12	292	1442	555	249	603	224	333	356	304	205	707	165	299	407	397	251	16	16	116	89
2 SUN.	12.30P	132	ABC	SE		96																									
12.30 - 1.00								A	3.0	11	250	1360	652	336	652	256	336	423	359	229	592	235	432	464	272	128	LT	LT	116	84	
1.00 - 1.30								A	3.5	12	292	1325	561	339	561	267	338	318	236	175	681	62	233	432	459	249	LT	LT	83	83	
1.30 - 2.00								A	3.2	11	267	1513	532	307	532	224	333	367	262	165	741	195	289	371	373	277	LT	LT	240	143	
2.00 - 2.30								A	4.0	12	333	1498	540	117	660	186	336	363	351	246	723	169	241	353	395	291	48	48	67	67	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1983 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKEND DAYTIME CONT'D																																	
USFL FOOTBALL																																	
1	SUN.	1.30P	217	ABC	SE	99	99	A	4.6	13	383	1347	371	91^	399	101^	190^	197^	183^	185^	757	176^	331	365	397	351	103^	37^	88^	52^			
2	SUN.	2.42P	198					B	7.2	19	600	1417	358	148	399	127	206	181	187	162	830	254	452	423	426	313	113	27	75	52			
	1.30 -	2.00						A	3.6	11	300	1037	347^	50^	347^	106^	106^	157^	151^	190^	517^	227^	227^	263^	196^	204^	93^	LT	80^	26^			
	2.00 -	2.30						A	4.8	14	400	1340	370^	60^	370^	110^	149^	189^	128^	181^	686	175^	338^	390^	330^	276^	172^	LT	112^	88^			
	2.30 -	3.00						A	4.8	14	400	1268	525^	60^	525^	143^	192^	215^	95^	310^	561^	211^	339^	372^	221^	170^	101^	LT	81^	40^			
	3.00 -	3.30						A	4.1	12	342	1243	349^	84^	363	110^	185^	188^	136^	160^	690	147^	243^	278^	321^	365	55^	40^	135^	55^			
	3.30 -	4.00						A	4.4	12	367	1371	276^	93^	297^	88^	170^	166^	138^	109^	902	158^	412	412	507	425	98^	54^	74^	60^			
	4.00 -	4.30						A	5.2	14	433	1356	342	95^	374	62^	210^	213^	231^	145^	827	165^	359	380	451	400	93^	44^	62^	31^			
	4.30 -	5.00						A	5.5	15	458	1264	305	74^	337	100^	183^	180^	168^	141^	716	162^	321	339	408	331	117^	40^	94^	40^			
	5.00 -	5.30						A	4.3	12	358	1573	467^	174^	543^	96^	202^	200^	304^	307^	870	215^	363^	467^	472^	392^	82^	38^	78^	78^			
	5.30 -	6.00						A	4.3	12	358	1696	553^	193^	636^	105^	222^	217^	330^	380^	887	180^	309^	410^	485^	477^	70^	23^	103^	103^			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. APR. 25, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,990 21.6				20,990 25.2							
	ABC TV						THAT'S INCREDIBLE					ABC MONDAY NIGHT MOVIE WANDA NEVEDA (OP)						
	AVERAGE AUDIENCE (Households (000) & %)						13,240 15.9	14.3*		17.4*	12,910 15.5	14.5*		15.3*		16.1*		16.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 13.7	23* 15.0		27* 17.3	24 14.3	22* 14.7		23* 15.3		26* 16.3		27 16.2
E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,910 14.3		11,410 13.7		16,490 19.8		15,410 18.5		16,240 19.5			
	CBS TV						ARCHIE BUNKER'S PLACE (R)		FOOT IN THE DOOR (OP)		M*A*S*H (R)		ONE DAY AT A TIME (R)		CAGNEY & LACEY (R)			
	AVERAGE AUDIENCE (Households (000) & %)						10,410 12.5		9,830 11.8		13,990 16.8		13,580 16.3		13,080 15.7		15.7*	15.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 12.3		18 12.6		25 16.1		25 17.5		25 15.8		25* 16.8	26* 15.7
E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,910 15.5		13,330 16.0		20,580 24.7							
	NBC TV						LOVE, SIDNEY		FAMILY TIES (R)(OP)		NBC MONDAY NIGHT MOVIES HOW TO BEAT THE HIGH COST OF LIVING (R)							
	AVERAGE AUDIENCE (Households (000) & %)						10,830 13.0		12,160 14.6		11,830 14.2	13.6*		13.5*		14.4*		15.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 12.2		23 13.8		22 14.2	20* 14.9		20* 13.7		20* 13.5		23* 14.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,160 17.0	16.1*		18.0*	10,750 12.9	13.8*		12.6*		12.7*		12.7*
	ABC TV						THAT'S INCREDIBLE					ABC MONDAY NIGHT MOVIE TUES (OP)						
	AVERAGE AUDIENCE (Households (000) & %)						14,160 17.0	16.1*		18.0*	10,750 12.9	13.8*		12.6*		12.7*		12.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 15.5	27* 16.7		28* 17.8	19 14.2	20* 13.3		18* 12.6		19* 12.9		20* 12.7
E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,750 14.1		10,330 12.4		15,080 18.1		15,410 18.5		15,830 19.0			
	CBS TV						ARCHIE BUNKER'S PLACE (R)		FOOT IN THE DOOR (OP)		M*A*S*H (R)		ONE DAY AT A TIME		CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)						10,000 12.0		9,410 11.3		12,990 15.6		14,160 17.0		12,410 14.9		14.5*	15.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 11.7		17 12.4		23 14.7		25 16.5		23 16.7		22* 17.3	24* 14.5
E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,990 15.6		15,080 18.1		30,150 36.2							
	NBC TV						LOVE, SIDNEY		FAMILY TIES (R)(OP)		NBC MONDAY NIGHT MOVIES V, PART 2 (OP)							
	AVERAGE AUDIENCE (Households (000) & %)						11,000 13.2		13,080 15.7		22,570 27.1	26.0*		26.6*		27.7*		27.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 12.9		24 13.5		40 25.1	38* 26.8		38* 27.0		42* 26.3		44* 27.2
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	55.2	56.3	56.9	58.2	59.9	62.1	63.0	64.8	66.0	67.3	68.5	65.6	63.7	62.1	61.1	59.7
		WK 2	54.0	55.5	55.9	57.6	59.0	61.6	63.5	65.7	68.1	69.4	69.3	69.2	67.1	64.8	64.5	63.6

For explanation of symbols, See page A

EVE. MON. MAY 2, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. APR. 26, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 7	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 8	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 9	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 10	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 11	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 12	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 13	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 14	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{									

EVE. WED. MAY 4, 1983

TV HOUSEHOLDS USING TV	WK 1	47.7	50.2	51.4	53.0	53.2	55.6	58.5	59.7	61.0	62.9	64.6	65.2	65.1	65.0	62.5	60.8
(See Def. 1)	WK 2	50.6	52.0	52.6	53.5	53.6	54.7	56.3	59.3	61.3	63.3	64.2	65.1	64.0	63.1	61.0	58.7

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. APR. 28, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		{		10,580 12.7	11,000 13.2		12,580 15.1		12,910 15.5		18,330 22.0		20/20			
	ABC TV	{		{		BENSON (R)		CONDO		TOO CLOSE FOR COMFORT		IT TAKES TWO (OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{		{		9,000 10.8	9,910 11.9		11,160 13.4		11,500 13.8		14,240 17.1		17.1*	17.2*		
	SHARE OF AUDIENCE %	{		{		19	20		22		22		29		28*	29*		
	AVG. AUD. BY 1/4 HR. %	{		{		10.7	11.0	11.5	12.4	13.0	13.8	13.5	14.2	17.0	17.2	17.2	17.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		{		22,740 27.3	21,740 26.1		16,910 20.3		TUCKER'S WITCH							
	CBS TV	{		{		MAGNUM, P.I. (OP)		SIMON & SIMON (R)										
	AVERAGE AUDIENCE (Households (000) & %)	{		{		17,740 21.3	19.9*	22,740 22.7*	17,330 20.8	19.7*	21,940 21.9*	13,660 16.4	16.6*	16.2*				
	SHARE OF AUDIENCE %	{		{		37	35*	38*	33	32*	35*	28	27*	28*				
	AVG. AUD. BY 1/4 HR. %	{		{		18.3	21.4	22.8	22.5	19.3	20.2	21.9	22.0	16.8	16.3	16.6	15.8	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		{		11,750 14.1	13,660 16.4		12,500 15.0		18,490 22.2		HILL STREET BLUES					
	NBC TV	{		{		FAME (R)(OP)		GINNIE A BREAK		CHEERS (R)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{		{		8,410 10.1	9.6*	10,640 10.6*	11,910 14.3	13.4	11,160 13.4	15,080 18.1	17.9*	18.2*				
	SHARE OF AUDIENCE %	{		{		17	17*	18*	23	21	21	30	30*	31*				
	AVG. AUD. BY 1/4 HR. %	{		{		9.4	9.7	10.4	12.6	13.6	13.3	17.6	18.2	18.4	18.1			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		{		16,580 19.9	12,660 15.2		10,410 12.5		15,580 18.7		20/20					
	ABC TV	{		{		RIPLEY'S BELIEVE-NOT SP		TOO CLOSE FOR COMFORT		AMANDA'S (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{		{		11,160 13.4	13.2*	13,740 13.7*	11,160 13.4	9,250 11.1	11,910 14.3	14.5*	14.1*					
	SHARE OF AUDIENCE %	{		{		23	24*	23*	22	18	25	24*	25*					
	AVG. AUD. BY 1/4 HR. %	{		{		13.3	13.0	13.6	13.8	13.1	13.6	11.0	11.2	14.1	15.0	14.2	14.0	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		{		19,660 23.6	21,320 25.6		15,910 19.1		TUCKER'S WITCH							
	CBS TV	{		{		MAGNUM, P.I. (R)(OP)		SIMON & SIMON (R)										
	AVERAGE AUDIENCE (Households (000) & %)	{		{		14,990 18.0	17.1*	19,040 19.0*	16,990 20.4	19.2*	21,740 21.7*	12,580 15.1	15.6*	14.5*				
	SHARE OF AUDIENCE %	{		{		31	31*	31*	32	31*	34*	26	26*	26*				
	AVG. AUD. BY 1/4 HR. %	{		{		16.1	18.1	18.7	18.4	19.9	21.7	16.0	15.1	14.7	14.4			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		{		13,410 16.1	13,240 15.9		14,160 17.0		18,990 22.8		HILL STREET BLUES					
	NBC TV	{		{		FAME (R)(OP)		GINNIE A BREAK		CHEERS (R)								
	AVERAGE AUDIENCE (Households (000) & %)	{		{		9,750 11.7	10.9*	12,440 12.4*	11,580 13.9	12,740 15.3	14,990 18.0	17.8*	18.3*					
	SHARE OF AUDIENCE %	{		{		20	19*	20*	22	24	31	30*	33*					
	AVG. AUD. BY 1/4 HR. %	{		{		10.3	11.5	12.1	12.8	13.2	14.5	15.3	15.4	17.4	18.2	18.4	18.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	49.5	52.2	52.5	54.4	55.1	57.2	59.2	60.6	60.6	62.7	63.5	63.2	60.9	60.3	58.8	58.0
		WK 2	49.6	51.5	53.1	54.5	54.9	57.2	59.5	61.4	61.4	63.3	63.4	63.2	60.4	59.1	57.0	54.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. THU. MAY 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. APR. 29, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		9,830 11.8		8,000 9.6		15,160 18.2		ABC FRIDAY NIGHT MOVIE PROPHECY (OP)										
ABC TV				BABY MAKES FIVE		AT EASE														
AVERAGE AUDIENCE (Households (000) & %)		{		7,750 9.3		6,830 8.2		7,910 9.5		7.0*		7.9*		11.4*		11.8*				
SHARE OF AUDIENCE %		{		18		14		16		12 *		13 *		20 *		22 *				
AVG. AUD. BY ¼ HR. %		{		9.0		9.6		7.8		8.6		7.1		6.9		7.6				
TOTAL AUDIENCE (Households (000) & %)		{		18,660 22.4		23,160 27.8		20,410 24.5		DUKES OF HAZZARD (R)(OP)							DALLAS		MISSISSIPPI	
CBS TV																				
AVERAGE AUDIENCE (Households (000) & %)		{		13,160 15.8		13.9*		17.7*		22.8		22.0*		23.6*		15,830 19.0				
SHARE OF AUDIENCE %		{		29		26 *		31 *		38		37 *		39 *		34				
AVG. AUD. BY ¼ HR. %		{		13.5		14.4		16.6		18.8		21.6		22.4		23.3				
TOTAL AUDIENCE (Households (000) & %)		{		15,990 19.2		16,330 19.6		11,750 14.1		CANDID CAMERA NOW & THEN (OP)							KNIGHT RIDER		BARE ESSENCE	
NBC TV																				
AVERAGE AUDIENCE (Households (000) & %)		{		11,750 14.1		13.3*		15.0*		12,740 15.3		14.9*		15.6*		8,500 10.2				
SHARE OF AUDIENCE %		{		26		25 *		26 *		25		25 *		26 *		10.6*				
AVG. AUD. BY ¼ HR. %		{		12.6		14.0		15.1		14.9		14.4		15.5		15.7				
TOTAL AUDIENCE (Households (000) & %)		{		22,740 27.3		ABC FRIDAY NIGHT MOVIE THE SHINING (6:00-10:52PM) (OP)														
ABC TV																				
AVERAGE AUDIENCE (Households (000) & %)		{		11,910 14.3		12.9*		14.6*		13,8*		13.3*		15.7*		15.8*				
SHARE OF AUDIENCE %		{		25		26 *		27 *		23 *		21 *		27 *		28 *				
AVG. AUD. BY ¼ HR. %		{		12.5		13.3		14.6		14.6		14.0		13.6		13.1				
TOTAL AUDIENCE (Households (000) & %)		{		16,490 19.8		23,910 28.7		18,830 22.6		DUKES OF HAZZARD (R)(OP)							DALLAS		MISSISSIPPI	
CBS TV																				
AVERAGE AUDIENCE (Households (000) & %)		{		11,750 14.1		13.0*		15.3*		20,330 24.4		23.1*		25.7*		14,830 17.8				
SHARE OF AUDIENCE %		{		27		26 *		28 *		39		38 *		41 *		31				
AVG. AUD. BY ¼ HR. %		{		12.0		14.0		14.4		16.1		22.1		24.2		25.6				
TOTAL AUDIENCE (Households (000) & %)		{		8,660 10.4		8,750 10.5		13,660 16.4		16,660 20.0		BERENSTAIN BEARS LIL LEAD							MAYDAY FOR MOTHER (R)(OP)	
NBC TV																				
AVERAGE AUDIENCE (Households (000) & %)		{		6,580 7.9		7,750 9.3		10,410 12.5		11.6*		13.3*		13.9		13.6*				
SHARE OF AUDIENCE %		{		16		17		20		19 *		21 *		24		23 *				
AVG. AUD. BY ¼ HR. %		{		7.7		8.1		8.9		9.7		11.0		12.2		13.3				

TV HOUSEHOLDS USING TV	WK. 1	46.2	48.2	48.9	49.5	51.8	54.0	56.2	58.0	58.9	60.5	60.7	61.2	58.0	56.1	54.5	52.9
(See Def. 1)	WK. 2	44.9	45.0	44.0	45.4	47.8	51.3	53.8	55.9	60.1	61.7	62.4	62.7	59.3	58.4	57.5	55.5

TV HOUSEHOLDS USING TV	WK. 1	46.2	48.2	48.9	49.5	51.8	54.0	56.2	58.0	58.9	60.5	60.7	61.2	58.0	56.1	54.5	52.9
(See Def. 1)	WK. 2	44.9	45.0	44.0	45.4	47.8	51.3	53.8	55.9	60.1	61.7	62.4	62.7	59.3	58.4	57.5	55.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE. FRI. MAY 6, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. APR 30, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{		15,490 18.6		26,490 31.8											
ABC TV				T.J. HOOKER (OP)				LOVE BOAT (OP)									
AVERAGE AUDIENCE (Households (000) & %)		{		12,250 14.7		17,580 21.1											
SHARE OF AUDIENCE %		{		28		37		36 *									
AVG. AUD. BY ¼ HR.		{		12.8		17.0		21.3		22.4		22.9		22.9		22.6	
TOTAL AUDIENCE (Households (000) & %)		{		10,580 12.7		18,080 21.7											
CBS TV				WIZARDS & WARRIORS (OP)				CBS SAT. NIGHT MOVIE COWBOY									
AVERAGE AUDIENCE (Households (000) & %)		{		7,000 8.4		12,330 14.8											
SHARE OF AUDIENCE %		{		16		26		25 *									
AVG. AUD. BY ¼ HR.		{		8.5		12.0		14.9		15.5		16.1		16.4		16.6	
TOTAL AUDIENCE (Households (000) & %)		{		13,830 16.6		15,240 18.3		12,830 15.4		9,410 11.3		9,250 11.1					
NBC TV				DIFF'RENT STROKES-SAT.		SILVER SPOONS (OP)		MAMA'S FAMILY		TEACHERS ONLY (OP)		MONITOR					
AVERAGE AUDIENCE (Households (000) & %)		{		11,500 13.8		13,330 16.0		11,500 13.8		8,500 10.2		6,250 7.5					
SHARE OF AUDIENCE %		{		27		30		25		18		13		7.8*		7.2*	
AVG. AUD. BY ¼ HR.		{		12.6		15.6		13.9		10.1		8.0		7.7		7.2	
TOTAL AUDIENCE (Households (000) & %)		{		14,580 17.5		21,660 26.0						19,080 22.9					
ABC TV				T.J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND					
AVERAGE AUDIENCE (Households (000) & %)		{		11,160 13.4		16,490 19.8						14,830 17.8					
SHARE OF AUDIENCE %		{		26		35		32 *		38 *		33		33 *		34 *	
AVG. AUD. BY ¼ HR.		{		11.7		16.9		19.4		21.6		21.5		18.2		17.8	
TOTAL AUDIENCE (Households (000) & %)		{		9,330 11.2		14,410 17.3											
CBS TV				WIZARDS & WARRIORS (OP)				CBS SAT. NIGHT MOVIE TIME AFTER TIME									
AVERAGE AUDIENCE (Households (000) & %)		{		5,830 7.0		8,250 9.9											
SHARE OF AUDIENCE %		{		14		18		16 *		16 *		10.3*		19 *		22 *	
AVG. AUD. BY ¼ HR.		{		6.9		8.9		8.6		8.7		9.1		10.1		10.5	
TOTAL AUDIENCE (Households (000) & %)		{		13,080 15.7		14,580 17.5		13,410 16.1		10,250 12.3		10,730 12.4					
NBC TV				DIFF'RENT STROKES-SAT.		SILVER SPOONS (OP)		MAMA'S FAMILY		TEACHERS ONLY		MONITOR					
AVERAGE AUDIENCE (Households (000) & %)		{		10,750 12.9		12,660 15.2		11,330 13.6		9,080 10.9		6,910 8.3					
SHARE OF AUDIENCE %		{		26		29		24		19		16		16 *		16 *	
AVG. AUD. BY ¼ HR.		{		11.7		14.0		13.7		11.0		8.6		8.4		8.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1		45.3	45.8	46.4	46.9	49.4	51.7	53.6	54.7	55.5	56.9	57.6	58.2	57.6	57.4
		WK 2		43.8	44.9	45.2	45.9	47.8	50.6	52.0	54.1	56.0	57.2	57.1	57.0	54.5	53.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. MAY 7, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. APR. 30, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,080
(Households (000) & %) { 6.1

ABC TV

WEEKEND
REPORT-

AVERAGE AUDIENCE { 4,750
(Households (000) & %) { 5.7
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 5.7

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE { 6,330
(Households (000) & %) { 7.6
SHARE OF AUDIENCE % 23
AVG. AUD. BY ¼ HR. % 9.4

11,330
13.6

SATURDAY NIGHT
(11:30-12:00AM)
(SUSTAINING 12:50-1:00AM)

6,330
7.6 9.1* 7.1* 6.0*
23 24* 22* 23*
9.4 8.8 7.9 6.4 8.0 5.7

TOTAL AUDIENCE { 4,330
(Households (000) & %) { 5.2

ABC TV

ABC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 4,330
(Households (000) & %) { 5.2
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 5.2

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE { 6,250
(Households (000) & %) { 7.5
SHARE OF AUDIENCE % 21
AVG. AUD. BY ¼ HR. % 8.4

10,000
12.0

SATURDAY NIGHT
(11:30-12:00AM)
(SUSTAINING 12:49-1:00AM)

6,250
7.5 8.4* 7.2*
21 21* 21*
8.4 8.3 7.5 6.9 6.6 6.2

TV HOUSEHOLDS USING TV WK. 1	49.9	46.3	40.2	37.3	34.2	31.0	27.1	24.5	21.6	19.8	17.8	16.0	13.9	12.8	11.1	10.0
(See Def. 1) WK. 2	49.1	46.1	41.2	38.1	35.6	33.1	30.3	28.0	24.0	21.7	19.1	16.5	15.4	13.7	12.0	10.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.SAT. MAY 7, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 1, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)13,410
16.123,910
28.7

ABC TV

RIPLEY'S BELIEVE IT-NOT
(R)

ABC SUNDAY NIGHT MOVIE

1941
(OP)AVERAGE AUDIENCE
(Households (000) & %)9,000
10.810,000
12.0SHARE OF AUDIENCE
%19
18 *12.1*
21 *

AVG. AUD. BY ¼ HR.

9.0
9.912.8
13.4TOTAL AUDIENCE
(Households (000) & %)24,240
29.115,990
19.2

CBS TV

60 MINUTES

GOODNIGHT,
BEANTOWNNEWMART
(R)(OP)

JEFFERSONS

ALICE

TRAPPER JOHN, M.D.
(R)AVERAGE AUDIENCE
(Households (000) & %)17,830
21.413,410
16.1SHARE OF AUDIENCE
%20.8*
38 *21.9*
39 *

AVG. AUD. BY ¼ HR.

22.0
21.621.9
15.5TOTAL AUDIENCE
(Households (000) & %)7,410
8.923,240
27.9

NBC TV

AMERICA'S HEROES

TV CENSORED BLOOPERS #4
(R)(OP)NBC SUNDAY NIGHT MOVIE
V. PART 1
(9:00-11:14PM)AVERAGE AUDIENCE
(Households (000) & %)4,410
5.317,080
20.5SHARE OF AUDIENCE
%5.1*
9 *5.5*
10 *

AVG. AUD. BY ¼ HR.

5.2
5.05.7
16.5TOTAL AUDIENCE
(Households (000) & %)11,500
13.828,490
34.2

ABC TV

RIPLEY'S BELIEVE IT-NOT
(OP)(R)ABC SUNDAY NIGHT MOVIE
APOCALYPSE NOW
(OP)AVERAGE AUDIENCE
(Households (000) & %)7,910
9.513,910
16.7SHARE OF AUDIENCE
%8.2*
17 *10.7*
21 *

AVG. AUD. BY ¼ HR.

7.8
8.711.3
15.7TOTAL AUDIENCE
(Households (000) & %)20,830
25.027,240
32.7

CBS TV

60 MINUTES

SPECIAL MOVIE PRSNT-CBS
BRONCO BILLY
(OP)

14,410

17.3

JEFFERSONS

(R)

AVERAGE AUDIENCE
(Households (000) & %)16,330
19.615,080
18.1SHARE OF AUDIENCE
%18.6*
39 *20.5*
40 *

AVG. AUD. BY ¼ HR.

20.7
19.920.3
15.0TOTAL AUDIENCE
(Households (000) & %)8,830
10.617,830
21.4

NBC TV

MOTHER'S DAY SUN FUNKIES

TV'S GREATEST COMMERCIALS
(OP)NBC SUNDAY NIGHT MOVIE
LITTLE DARLING
(OP)AVERAGE AUDIENCE
(Households (000) & %)5,580
6.712,500
15.0SHARE OF AUDIENCE
%6.3*
13 *7.0*
14 *

AVG. AUD. BY ¼ HR.

6.1
6.47.3
13.1TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 25.3
4.05.6
4.05.7
5.45.9
5.36.2
5.66.4
5.96.5
6.16.6
6.16.7
6.26.8
6.26.9
6.27.0
6.27.1
6.27.2
6.27.3
6.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SUN. MAY 8, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. MAY 1, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 2,330
(Households (000) & %) { 2.8

ABC TV

ABC
WEEKEND
REPORT-
SUN

AVERAGE AUDIENCE { 2,420
(Households (000) & %) { 2.9

SHARE OF AUDIENCE % 6

AVG. AUD. BY ¼ HR. % 2.9

W

TOTAL AUDIENCE { 5,500
(Households (000) & %) { 6.6

CBS TV

CBS
SUNDAY
NEWS-
OSGOOD

AVERAGE AUDIENCE { 5,410
(Households (000) & %) { 6.5

SHARE OF AUDIENCE % 12

AVG. AUD. BY ¼ HR. % 6.5

K

1

TOTAL AUDIENCE { 2,080
(Households (000) & %) { 2.5

NBC TV

NBC SUNDAY
NIGHT MOVIE
V, PART 1
(9:00-11:14PM)NBC LATE NIGHT MOVIE
DOCTOR FRANKEN (R)
(11:44-12:40AM)
(SUSTAINING 12:40-1:44AM)

AVERAGE AUDIENCE { 1,420
(Households (000) & %) { 1.7

SHARE OF AUDIENCE % 6

AVG. AUD. BY ¼ HR. % 2.0

2.0 2.0 1.6 1.5 1.4

TOTAL AUDIENCE { 3,750
(Households (000) & %) { 4.5

ABC TV

ABC
WEEKEND
REPORT-
SUN

AVERAGE AUDIENCE { 3,500
(Households (000) & %) { 4.2

SHARE OF AUDIENCE % 9

AVG. AUD. BY ¼ HR. % 4.2

W

TOTAL AUDIENCE { 5,000
(Households (000) & %) { 6.0

CBS TV

CBS
SUNDAY
NEWS-
OSGOOD

AVERAGE AUDIENCE { 4,580
(Households (000) & %) { 5.5

SHARE OF AUDIENCE % 12

AVG. AUD. BY ¼ HR. % 5.5

K

2

TOTAL AUDIENCE { 1,830
(Households (000) & %) { 2.2

NBC TV

NBC LATE NIGHT MOVIE
I MARRIED WYATT EARP (R)
(11:30-12:10AM)
(SUSTAINING 12:10-1:30AM)

AVERAGE AUDIENCE { 1,250
(Households (000) & %) { 1.5

SHARE OF AUDIENCE % 5

AVG. AUD. BY ¼ HR. % 1.7

1.5 1.6* 1.3 1.2

TV HOUSEHOLDS USING TV	WK 1	54.6	45.6	37.9	32.8	27.2	24.7	20.7	18.5	15.7	13.9	12.2	11.0	9.5	8.5	7.6	6.9
(See Def 1)	WK 2	46.1	41.0	33.6	28.4	24.2	22.0	19.8	16.2	15.9	13.8	11.7	9.8	7.9	7.1	6.3	5.9

U.S. TV Households 83,300,000

For explanation of symbols, See page A

EVE. SUN. MAY 8, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 25-29, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		5,750 6.9		5,500 6.6											
	ABC TV	{		← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{		4,500 5.4		4,410 5.3											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		27 5.4 5.5		26 5.4 5.3											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,000 4.8		3,920 4.7				4,170 5.0		4,080 4.9					
	CBS TV	{		CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID		CHILD'S PLAY					
	AVERAGE AUDIENCE (Households (000) & %)	{		3,250 3.9		3,080 3.7				3,420 4.1		3,500 4.2					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		20 3.7 4.0		18 3.8 3.7				21 4.0 4.2		22 4.1 4.3					
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		4,250 5.1		4,330 5.2				3,000 3.6		2,920 3.5					
	NBC TV	{		← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				FACTS OF LIFE M-F		SALE OF THE CENTURY					
	AVERAGE AUDIENCE (Households (000) & %)	{		3,330 4.0		3,500 4.2				2,500 3.0		2,500 3.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		20 4.1 4.0		21 4.3 4.1				16 2.9 3.1		16 3.0 3.0					
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		5,410 6.5		5,410 6.5											
	ABC TV	{		← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{		4,330 5.2		4,500 5.4											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		26 5.3 5.2		27 5.5 5.4											
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		3,920 4.7		3,580 4.3				4,580 5.5		4,170 5.0					
	CBS TV	{		CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID		CHILD'S PLAY					
	AVERAGE AUDIENCE (Households (000) & %)	{		3,250 3.9		2,920 3.5				3,830 4.6		3,580 4.3					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		19 4.0 3.9		17 3.4 3.5				23 4.3 4.8		22 4.2 4.3					
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		3,830 4.6		3,920 4.7				3,170 3.8		3,330 4.0					
	NBC TV	{		← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				FACTS OF LIFE M-F		SALE OF THE CENTURY					
	AVERAGE AUDIENCE (Households (000) & %)	{		2,920 3.5		3,170 3.8				2,580 3.1		2,830 3.4					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		17 3.5 3.6		19 3.8 3.8				15 2.9 3.2		17 3.3 3.5					

TV HOUSEHOLDS USING TV WK. 1	11.1	14.7	15.9	17.7	18.9	20.1	20.6	20.4	20.2	19.9	19.5	19.2	19.1	19.2	19.5	19.6
(See Def. 1) WK. 2	11.8	14.5	16.7	18.3	19.6	20.9	20.8	20.2	20.5	21.0	20.6	20.4	19.8	20.5	19.8	19.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 2-6, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		4,500 5.4		4,660 5.6		4,750 5.7		9,500 11.4		8,250 9.9								
	ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE								
	AVERAGE AUDIENCE (Households (000) & %)		3,080 3.7		4,000 4.8		4,000 4.8		7,250 8.7		6,410 7.7								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		18 3.0		20 4.3		20 4.6		31 7.7		29 7.6								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		5,660 6.8		7,410 8.9		8,750 10.5		7,580 9.1		4,910 5.9								
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL								
	AVERAGE AUDIENCE (Households (000) & %)		4,750 5.7		6,330 7.6		6,580 7.9		6,160 7.4		4,500 5.4								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		29 5.4		37 7.4		32 7.5		27 7.2		21 5.5								
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		5,250 6.3		3,080 3.7		1,920 2.3		2,920 3.5		6,410 7.7		5,660 6.8						
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		NEW BATTLESTARS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD						
	AVERAGE AUDIENCE (Households (000) & %)		4,500 5.4		2,750 3.3		1,670 2.0		2,420 2.9		4,830 5.8		4,250 5.1						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		28 5.4		16 3.3		9 1.9		12 2.8		21 5.2		19 5.1						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		4,910 5.9		5,200 6.3		4,910 5.9		9,500 11.4		8,500 10.2								
	ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE								
	AVERAGE AUDIENCE (Households (000) & %)		3,420 4.1		4,410 5.3		4,080 4.9		7,080 8.5		6,330 7.6								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		20 3.5		23 5.0		21 4.8		31 7.7		29 7.7								
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		5,750 6.9		6,830 8.2		8,330 10.0		7,410 8.9		5,160 6.2								
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL								
	AVERAGE AUDIENCE (Households (000) & %)		4,830 5.8		5,910 7.1		6,160 7.4		5,910 7.1		4,500 5.4								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		29 5.4		35 7.0		32 7.0		26 6.9		21 5.4								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		5,410 6.5		3,250 3.9		2,000 2.4		2,580 3.1		6,160 7.4		5,330 6.4						
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		NEW BATTLESTARS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD						
	AVERAGE AUDIENCE (Households (000) & %)		4,660 5.6		2,830 3.4		1,670 2.0		2,080 2.5		4,580 5.5		3,920 4.7						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		28 5.7		17 3.3		9 2.0		11 2.4		20 5.0		18 4.9						
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	19.4	20.2	20.6	21.9	23.4	24.7	24.8	25.8	26.7	27.6	27.7	27.6	26.5	26.8	25.9	26.2
			WK. 2	19.7	20.1	20.0	21.1	23.0	24.4	24.2	25.1	26.0	26.7	26.7	26.5	26.1	26.2	25.1	25.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 2-6, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE	{	9,910															9,000
(Households (000) & %)		11.9															10.8
GENERAL HOSPITAL → EDGE OF NIGHT 5:00P																	
ABC WORLD NEWS TONIGHT																	

ABC TV

AVERAGE AUDIENCE	{	7,910															7,660
(Households (000) & %)		9.5	9.2*			9.8*											9.2
SHARE OF AUDIENCE	%	34	34*			34*											1*
AVG. AUD. BY ¼ HR.	%	9.0	9.4	9.7	9.9	3.3	3.0										9.4

W

TOTAL AUDIENCE	{	6,910															6,200
(Households (000) & %)		8.9															13.5
GUIDING LIGHT (OP) → TATTLETALES																	
CBS EVENING NEWS-RATHER																	

CBS TV

AVERAGE AUDIENCE	{	5,500															9,750
(Households (000) & %)		6.6	6.4*			6.8*											11.7
SHARE OF AUDIENCE	%	24	24*			24*											24
AVG. AUD. BY ¼ HR.	%	6.2	6.6	6.9	6.8	2.8	2.9										11.4 11.8

K

TOTAL AUDIENCE	{	3,670															9,080
(Households (000) & %)		4.4															10.9
FANTASY																	
NBC NIGHTLY NEWS																	

NBC TV

AVERAGE AUDIENCE	{	2,420															7,910
(Households (000) & %)		2.9	2.8*			3.0*											9.5
SHARE OF AUDIENCE	%	10	10*			10*											20
AVG. AUD. BY ¼ HR.	%	2.8	2.9	2.9	3.0												9.3 9.8

1

TOTAL AUDIENCE	{	10,250															9,580
(Households (000) & %)		12.3															11.5
GENERAL HOSPITAL → EDGE OF NIGHT																	
ABC WORLD NEWS TONIGHT																	

ABC TV

AVERAGE AUDIENCE	{	8,000															8,250
(Households (000) & %)		9.6	9.4*			9.9*											9.9
SHARE OF AUDIENCE	%	34	35*			34*											20
AVG. AUD. BY ¼ HR.	%	9.2	9.6	9.9	9.9	3.3	3.2										9.8 10.0

W

TOTAL AUDIENCE	{	7,330															12,250
(Households (000) & %)		8.8															14.7
GUIDING LIGHT (OP) → TATTLETALES																	
CBS EVENING NEWS-RATHER																	

CBS TV

AVERAGE AUDIENCE	{	5,830															10,500
(Households (000) & %)		7.0	7.0*			7.1*											12.6
SHARE OF AUDIENCE	%	25	26*			24*											26
AVG. AUD. BY ¼ HR.	%	6.8	7.1	7.1	7.1	2.5	2.8										12.4 12.8

E

E

K

2

TOTAL AUDIENCE	{	3,750															9,660
(Households (000) & %)		4.5															11.6
FANTASY																	
NBC NIGHTLY NEWS																	

NBC TV

AVERAGE AUDIENCE	{	2,420															8,330
(Households (000) & %)		2.9	2.8*			3.1*											10.0
SHARE OF AUDIENCE	%	10	10*			11*											20
AVG. AUD. BY ¼ HR.	%	2.7	2.8	3.0	3.1												9.7 10.1

TV HOUSEHOLDS USING TV	WK 1	26.6	27.9	29.0	29.8	28.9	30.5	31.7	33.0	34.9	36.6	38.2	40.3	42.9	45.1	46.5	48.1
(See Def. 1)	WK 2	26.6	28.1	29.2	30.5	29.2	30.5	31.4	33.0	34.9	37.1	39.3	41.5	45.0	47.0	48.3	49.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						4,080 4.9	5,250 6.3		6,410 7.7		6,660 8.0		6,660 8.0		7,250 8.7	
	ABC TV						SUPERFRIENDS (OP)	PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						3,080 3.7	4,410 5.3		5,580 6.7		5,660 6.8		5,830 7.0		6,000 7.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						27 3.5	29 5.1	5.6	33 6.6	6.8	29 6.8	6.8	29 7.0	7.1	29 7.6	6.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	1,670 2.0						1,920 2.3	2,750 3.3	2,250 2.7	3,750 4.5	4,660 5.6	4,750 5.7				
	CBS TV	CAPTAIN KANGAROO-SAT					POPEYE/OLIVE COMEDY SHOW (OP)	PANDAMONIUM (OP)	MEATBALL & SPAGHETTI (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	830 1.0						1,330 1.6	2,170 2.6	1,830 2.2	2,750 3.3	3,830 4.6	4,250 5.1				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	13 .7	12* .9	1.2	1.3	1.3	1.9	12 1.3	14 2.7	11 2.0	14 2.4	19 2.7	20 3.9	4.4	4.9	5.0	5.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						3,670 4.4	5,000 6.0		7,250 8.7	7,910 9.5	6,660 8.0	5,580 6.7				
	NBC TV						FLINTSTONE FUNNIES (OP)	SHIRT TALES (OP)		SMURFS I	SMURFS II	SMURFS III (OP)	GARY COLEMAN SHOW (OP)				
	AVERAGE AUDIENCE (Households (000) & %)						2,920 3.5	4,080 4.9		5,910 7.1	6,580 7.9	5,500 6.6	4,660 5.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						25 3.0	27 4.0	5.5	34 6.5	34 7.6	28 8.0	22 7.7	6.5	6.7	5.5	5.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						4,910 5.9	4,750 5.7		5,660 6.8	6,330 7.6	5,500 6.6	5,250 6.3				
	ABC TV						SUPERFRIENDS (OP)	PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2	PAC-MAN/RASCALS/ RICHIE-3	SCOOBY DOO/PUPPY DOO/PUPPY HOUR-1	SCOOBY DOO/PUPPY DOO/PUPPY HOUR-2 (OP)				
	AVERAGE AUDIENCE (Households (000) & %)						3,830 4.6	3,830 4.6		4,910 5.9	5,410 6.5	4,660 5.6	4,500 5.4				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						29 4.3	23 4.8	4.7	27 5.5	28 6.3	23 6.8	23 6.2	5.5	5.6	5.5	5.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	1,830 2.2						2,080 2.5	3,670 4.4	3,750 4.5	4,250 5.1	4,830 5.8	5,660 6.8				
	CBS TV	CAPTAIN KANGAROO-SAT					POPEYE/OLIVE COMEDY SHOW (OP)	PANDAMONIUM (OP)	MEATBALL & SPAGHETTI (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	830 1.0						1,500 1.8	3,000 3.6	2,830 3.4	3,330 4.0	4,080 4.9	4,660 5.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	11 .6	12* .9	1.1	1.4	1.1	1.5	11 1.5	18 2.0	15 3.1	17 3.6	21 4.3	24 5.6	4.8	4.9	5.6	5.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						3,580 4.3	5,410 6.5		7,250 8.7	7,580 9.1	7,750 9.3	6,250 7.5				
	NBC TV						FLINTSTONE FUNNIES (OP)	SHIRT TALES (OP)		SMURFS I	SMURFS II	SMURFS III (OP)	GARY COLEMAN SHOW (OP)				
	AVERAGE AUDIENCE (Households (000) & %)						2,750 3.3	4,580 5.5		6,000 7.2	6,410 7.7	7,080 8.5	5,250 6.3				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						21 2.9	28 3.8	5.8	33 6.9	34 7.5	36 7.8	27 8.6	8.5	8.5	6.3	6.2
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 7.5	8.4	9.1	10.6	13.4	16.0	18.1	19.9	20.8	22.3	23.7	24.5	24.5	24.7	25.2	25.9
		WK. 2 7.7	9.4	11.6	14.0	16.3	18.4	20.4	20.8	21.4	22.5	22.5	22.2	23.3	24.0	23.7	24.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. MAY 7, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 30, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W	TOTAL AUDIENCE (Households (000) & %)	{ 5,250 6.3		{ 4,580 5.5		{ 4,410 5.3		{ 5,080 6.1		— AMERICAN BANDSTAND '83 —								
	ABC TV	MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS THE SECRET WORLD OF OG, PT 1												
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,330 5.2		{ 3,580 4.3		{ 3,830 4.6		{ 2,920 3.5		{ 3.3*		{ 3.7*						
	SHARE OF AUDIENCE %	{ 20		{ 16		{ 16		{ 12		{ 12*		{ 13*						
E	AVG. AUD. BY ¼ HR.	5.4	5.1	4.3	4.3	4.4	4.7	3.2	3.5	4.0	3.4							
	TOTAL AUDIENCE (Households (000) & %)	{ 6,330 7.6		{ 7,000 8.4		{ 4,250 5.1		{ 4,000 4.8		{ 3,750 4.5		{ 3,420 4.1		{ 12,160 14.6		{ NBA PLAYOFF GAME-SAT PHILADELPHIA VS NEW YORK (2:00-4:02PM)		
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET(B) (OP)		NEW FAT ALBERT SHOW(B) (OP)		BLACKSTAR(B) (OP)		CBS CHILDREN'S FILM FEST. CHIMPIMATES						
	K	AVERAGE AUDIENCE (Households (000) & %)	{ 5,000 6.0		{ 5,660 6.8		{ 3,500 4.2		{ 3,420 4.1		{ 3,000 3.6		{ 2,830 3.4		{ 4,830 5.8		{ 5.3*	
SHARE OF AUDIENCE %		{ 23		{ 25		{ 15		{ 15		{ 13		{ 11		{ 18		{ 17*		
AVG. AUD. BY ¼ HR.		5.6	6.4	6.9	6.6	4.3	4.0	4.3	3.9	3.4	3.8	3.4	3.3	5.4	5.3	5.3	5.4	
1		TOTAL AUDIENCE (Households (000) & %)	{ 4,750 5.7		{ 5,330 6.4		{ 3,420 4.1		{ 2,670 3.2		{ 4,750 5.7		{ 9,750 11.7		— NBC MAJOR LEAGUE BASEBALL — LOS ANGELES VS CHICAGO HOUSTON VS PHILADELPHIA MULTI-SEGMENT TELECAST (OP)			
	NBC TV	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		THUNDARR		FLASH GORDON		(1) (-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,080 4.9		{ 4,580 5.5		{ 2,920 3.5		{ 2,080 2.5		{ 4,250 5.1		{ 4,250 5.1		{ 5.1*		{ 5.5*		
	SHARE OF AUDIENCE %	{ 18		{ 20		{ 12		{ 9		{ 18		{ 17		{ 17*		{ 18*		
W	AVG. AUD. BY ¼ HR.	4.8	5.0	5.4	5.6	3.6	3.4	2.5	2.6	5.1	4.9	5.2	5.1	5.6	5.3	5.2	5.2	
	TOTAL AUDIENCE (Households (000) & %)	{ 3,750 4.5		{ 4,250 5.1		{ 3,000 3.6		{ 4,410 5.3		{ 4,910 5.9		— AMERICAN BANDSTAND '83 —						
	ABC TV	MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS THE SECRET WORLD OF OG, PT 2		TOURN OF CHAMPIONS-SAT. (1:30-3:30PM)										
	E	AVERAGE AUDIENCE (Households (000) & %)	{ 3,170 3.8		{ 3,420 4.1		{ 2,580 3.1		{ 2,670 3.2		{ 2,000 2.4		{ 2.7*		{ 2.9*		{ 2.1*	
SHARE OF AUDIENCE %		{ 15		{ 14		{ 11		{ 11		{ 9		{ 10*		{ 11*		{ 7*		
AVG. AUD. BY ¼ HR.		3.7	3.9	4.2	4.1	3.1	3.2	2.9	3.3	3.2	3.2	2.8	2.6	3.1	2.6	2.2	1.9	
K		TOTAL AUDIENCE (Households (000) & %)	{ 6,160 7.4		{ 6,000 7.2		{ 5,410 6.5		{ 4,330 5.2		{ 4,250 5.1		{ 3,080 3.7		{ 6,250 7.5		{ NCAA GYMNASIIC CHMPSHIP (2:00-4:00PM)	
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. THE OLD JUNKMAN						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,080 6.1		{ 4,830 5.8		{ 4,250 5.1		{ 3,580 4.3		{ 3,420 4.1		{ 2,250 2.7		{ 2,330 2.8		{ 2.9*		
	SHARE OF AUDIENCE %	{ 25		{ 22		{ 18		{ 16		{ 15		{ 10		{ 9		{ 10*		
2	AVG. AUD. BY ¼ HR.	6.2	6.0	6.0	5.7	5.1	5.2	4.2	4.4	4.0	4.1	2.8	2.6	2.6	3.0	2.9	2.9	
	TOTAL AUDIENCE (Households (000) & %)	{ 5,830 7.0		{ 6,580 7.9		{ 4,410 5.3		{ 3,580 4.3		{ 4,250 5.1		{ 12,500 15.0						
	NBC TV	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		THUNDARR		FLASH GORDON		(2) (-OP)		{ 3.580 4.3		{ 4,580 5.5		{ 5.4*		
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,830 5.8		{ 5,580 6.7		{ 3,580 4.3		{ 3,000 3.6		{ 3,420 4.1		{ 2,250 2.7		{ 2,330 2.8		{ 2.9*		
TV	SHARE OF AUDIENCE %	{ 23		{ 25		{ 15		{ 13		{ 15		{ 10		{ 9		{ 10*		
	AVG. AUD. BY ¼ HR.	5.6	5.9	6.4	6.9	4.3	4.3	4.0	3.3					4.3	4.4	5.2	5.7	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	26.6	26.8	26.9	27.9	28.0	28.5	28.1	28.5	28.2	28.2	29.1	30.5	30.2	30.6	30.9	31.5
		WK. 2	25.2	26.3	27.2	27.6	27.8	28.2	27.6	27.6	28.1	28.4	26.9	27.6	28.2	29.6	29.2	29.5

U.S. TV Households: 83,300,000

(1) NBC SPORTS-30 ROCK, NBC, (1:00-1:17PM)

(2) NBC SPORTS-30 ROCK, NBC, (2:00-2:18PM)

For explanation of symbols, See page A.

A-29 (3) NBC MAJOR LEAGUE BASEBALL, CALIFORNIA VS DETROIT & PHILADELPHIA VS MONTREAL, NBC, MULTI-SEG. TELECAST

DAY SAT. MAY 7, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 30, 1983

		NATIONAL AUDIENCE ESTIMATES																	
		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,080 3.7		9,750 11.7								12,660 15.2						
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	2,580 3.1		5,910 7.1	6.4*		7.3*		7.7*		5,830 7.0	7.1*		6.8*		7.0*		
	SHARE OF AUDIENCE %	%	10		21	20 *		21 *		21 *		18	19 *		17 *		16 *		
	AVG. AUD. BY 1/4 HR.	%	2.9	3.3	5.9	6.9	7.3	7.4	7.6	7.8	6.9	7.2	6.7	7.0	7.0	7.0			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{							10,160 12.2								9,250 11.1		
	CBS TV																CBS SAT. NEWS-SCHIEFFER		
	AVERAGE AUDIENCE (Households (000) & %)	{							5,500 6.6				6.5*		7.1*		7,830 9.4		
	SHARE OF AUDIENCE %	%							19				19 *		20 *		21		
	AVG. AUD. BY 1/4 HR.	%	5.2	5.0	5.4	6.0	6.8	6.9	5.6	6.0	6.9	6.2	7.3	7.0		9.4	9.5		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{					7,000 8.4										7,330 8.8		
	NBC TV																NBC NIGHTLY NEWS-SAT.		
	AVERAGE AUDIENCE (Households (000) & %)	{					3,170 3.8	3.5*		4.0*		3.8*		4.1*			6,080 7.3		
	SHARE OF AUDIENCE %	%					11	11 *		12 *		11 *		11 *			16		
	AVG. AUD. BY 1/4 HR.	%	5.0	4.7	4.2	1.5	3.3	3.6	4.1	4.0	3.8	3.8	3.9	4.3		6.9	7.7		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{			16,330 19.6				20,080 24.1										
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{			5,410 6.5	3.5*		12,080 14.5	11.1*			15.0*		17.4*		11.2*			
	SHARE OF AUDIENCE %	%			1.8*	1.9	3.4	3.6	4.5	7.1	10.4	11.9	14.1	15.9	18.1	16.8	11.9		
	AVG. AUD. BY 1/4 HR.	%	1.6	1.9	3.4	3.6	4.5	7.1	10.4	11.9	14.1	15.9	18.1	16.8	11.9	10.8			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{					7,660 9.2										6,500 7.8		
	CBS TV																CBS SAT. NEWS-SCHIEFFER		
	AVERAGE AUDIENCE (Households (000) & %)	{					2,000 2.4	2.5*		2.3*		2.2*		2.2*		5,500 6.6			
	SHARE OF AUDIENCE %	%					6	7 *		6 *		6 *		5 *		16			
	AVG. AUD. BY 1/4 HR.	%	2.8	2.6	2.9	2.9	2.7	2.3	2.2	2.4	2.3	2.2	1.9	2.5	3.3	3.5	6.2		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{															7,250 8.7		
	NBC TV																NBC NIGHTLY NEWS-SAT.		
	AVERAGE AUDIENCE (Households (000) & %)	{															6,160 7.4		
	SHARE OF AUDIENCE %	%															18		
	AVG. AUD. BY 1/4 HR.	%	6.0	5.8	5.8	5.4	5.5	5.3	4.7	5.0	5.5	5.0	5.0	5.1		7.3	7.5		
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	30.9	31.6	31.8	32.9	33.8	34.5	36.1	36.0	36.5	37.5	38.2	39.9	41.4	43.7	44.8	45.6	
		WK 2	29.9	30.4	31.3	32.1	33.1	34.8	35.8	37.7	38.9	40.4	41.1	41.3	40.5	41.4	41.9	43.0	

TV HOUSEHOLDS USING TV		WK 1	30.9	31.6	31.8	32.9	33.8	34.5	36.1	36.0	36.5	37.5	38.2	39.9	41.4	43.7	44.8	45.6
(See Def. 1)		WK 2	29.9	30.4	31.3	32.1	33.1	34.8	35.8	37.7	38.9	40.4	41.1	41.3	40.5	41.4	41.9	43.0

U.S. TV Households: 83,300,000

(1) NBC MAJOR LEAGUE BASEBALL, L.A. VS CHICAGO & HOUSTON VS PHILADELPHIA, NBC, MULTI-SEGMENT TELECAST
 A-31 (2) ABC WIDE WORLD-SPORTS, ABC, (3:30-4:30PM) (6:06-6:30PM)

For explanation of symbols, See page A

DAY SAT. MAY 7, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 1, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

LOVE RANGER/
ZORRO
(SUS)(SUS-OP)

KWICKY KOALA
SHOW
(SUS)(SUS-OP)

CAPTAIN KANGAROO-SUN
(SUS)

6,860
8.0

SUNDAY MORNING

FOR OUR TIMES
(SUS)

3,830

4.6

22

3.5

3.9*

21 *

4.3

5.2*

24 *

5.2

5.3

4.9

4.4

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

LOVE RANGER/
ZORRO
(SUS)(SUS-OP)

KWICKY KOALA
SHOW
(SUS)(SUS-OP)

CAPTAIN KANGAROO-SUN
(SUS)

6,410
7.7

SUNDAY MORNING

FOR OUR TIMES
(SUS)

3,330

4.0

18

3.0

3.4*

17 *

3.9

4.4*

20 *

4.4

4.4

4.3

4.2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	5.0	6.2	7.6	8.6	10.3	11.8	14.1	15.5	18.0	19.9	21.3	22.7	23.2	23.2	23.6	24.0
(See Def. 1)	WK. 2	5.9	7.5	8.9	9.9	11.5	13.3	14.2	16.3	19.3	21.3	22.1	22.9	23.9	24.0	24.8	24.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. MAY 8, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		4,330 5.2				13,580 16.3				USFL FOOTBALL NEW JERSEY VS DENVER NIGHTGAM VS BOSTON MULTI-SEGMENT TELECAST						
ABC TV		THIS WEEK-DAVID BRINKLEY				DIRECTIONS (SUS)										
AVERAGE AUDIENCE (Households (000) & %)		2,500 3.0				4,170 5.0				4.8*						
SHARE OF AUDIENCE %		13				14				14*						
AVG. AUD. BY ¼ HR. %		3.0				3.2				4.7						
TOTAL AUDIENCE (Households (000) & %)		1,920 2.3				12,910 15.5				NBA PLAYOFF GAME-1 MILWAUKEE VS BOSTON (1:00-3:30PM)						
CBS TV		FACE THE NATION														
AVERAGE AUDIENCE (Households (000) & %)		1,750 2.1				6,330 7.6				7.4*						
SHARE OF AUDIENCE %		9				23				22*						
AVG. AUD. BY ¼ HR. %		2.1				5.9				7.3						
TOTAL AUDIENCE (Households (000) & %)						4,500 5.4				9,160 11.0						
NBC TV						MEET THE PRESS				SPORTSWORLD (2:00-4:00PM)						
AVERAGE AUDIENCE (Households (000) & %)		2,420 2.9				2,750 3.3				4,330 5.2						
SHARE OF AUDIENCE %		12				11				14						
AVG. AUD. BY ¼ HR. %		2.8				3.1				4.8						

TOTAL AUDIENCE (Households (000) & %)		3,080 3.7				7,750 9.3				9,750 11.7						
ABC TV		THIS WEEK-DAVID BRINKLEY				TOURN OF CHAMPIONS-SUN. (12:30-2:42PM)(-OP)				(1) (OP)						
AVERAGE AUDIENCE (Households (000) & %)		1,750 2.1				2,920 3.5				3,500 4.2						
SHARE OF AUDIENCE %		8				12				12						
AVG. AUD. BY ¼ HR. %		2.2				3.0				3.7						
TOTAL AUDIENCE (Households (000) & %)		2,580 3.1				15,240 18.3				NBA PLAYOFF GAME-1 PHILADELPHIA VS MILWAUKEE (1:00-3:55PM)						
CBS TV		FACE THE NATION														
AVERAGE AUDIENCE (Households (000) & %)		2,080 2.5				6,750 8.1				7.7*						
SHARE OF AUDIENCE %		10				25				24*						
AVG. AUD. BY ¼ HR. %		2.6				5.9				7.7						
TOTAL AUDIENCE (Households (000) & %)						3,420 4.1				RELIGIOUS SERIES (SUS)						
NBC TV						MEET THE PRESS										
AVERAGE AUDIENCE (Households (000) & %)						2,670 3.2										
SHARE OF AUDIENCE %						12										
AVG. AUD. BY ¼ HR. %						3.2										

TV HOUSEHOLDS USING TV WK. 1	24.4	25.6	25.5	25.7	24.9	25.2	25.7	27.2	29.0	31.0	32.4	35.0	35.6	36.3	36.9	36.9
(See Def. 1) WK. 2	25.5	26.6	26.9	26.8	26.4	27.0	27.5	28.4	29.4	30.3	30.3	30.9	32.1	32.8	33.3	33.1

U.S. TV Households: 83,300,000

(1) USFL FOOTBALL, TAMPA VS OAKLAND & DENVER VS PHILADELPHIA, ABC, (2:42-6:00PM)

For explanation of symbols, See page A

DAY SUN. MAY 8, 1983

DAY SUN. MAY 8, 1983

USFL FOOTBALL NEW JERSEY VS DENVER MICHIGAN VS BOSTON MULTI-SEGMENT TELECAST (-OP)												8,160 5.8 ABC WIDE WORLD-SPORTS SUN MULTI-SEGMENT TELECAST (OP)		6,410 7.7 ABC WRLD NEWS TONIGHT-SUN
4.2	4.1* 11 *	4.5	4.9* 13 *	5.8	6.0* 15 *	6.6	6.8* 18 *	5,410 6.5 16	5.9* 15 *	6.6	7.0* 17 *	5,330 6.4 14	6.7	
(1) 14,490 17.4												9,910 11.9	CBS EVENING NEWS- DEAN	
NBA PLAYOFF GAME-2 PHILADELPHIA VS NEW YORK LOS ANGELES VS PORTLAND												8,160 9.8 21 9.5		10.1
8.1	7.9* 22 *	8.4 21	7.3* 19 *	7.9	8.0* 21 *	7.8	7.9* 21 *	9.3	9.3* 23 *	10.0	9.6* 23 *	9.5	10.1	
SPORTSWORLD (2:00-4:00PM)												9,000 10.8	6,910 8.3 NBC NIGHTLY NEWS- SUN	
5.2	5.5* 15 *	6.1	5.8* 15 *	5.1	5.2* 13	5.5	5.2* 14 *	5.2	5.3* 13 *	5.6	5.3* 13 *	6.6 14 6.6	6.6	
USFL FOOTBALL TAMPA BAY VS OAKLAND DENVER VS PHILADELPHIA (2:42-6:00PM)												4,170 5.0 ABC WRLD NEWS TONIGHT-SUN		
4.1	4.0* 12 *	3.9	3.9* 11 *	4.6	4.4* 13 *	4.0	4.1* 12 *	4.4	4.3* 12 *	4.2	4.3* 12 *	4.1 10 4.1	4.1	
NBA PLAYOFF GAME-1 PHILADELPHIA VS MILWAUKEE (3:00-3:55PM)(-OP)												12,990 15.6	8,160 9.8 CBS EVENING NEWS- DEAN	
9.4	9.4* 28 *	10.3	8.6	7.7	7.7* 22 *	7.1	7.2* 21 *	8.3	8.5* 23 *	8.8	8.7* 23 *	8.1 8.4 21 8.1	8.7	
SPORTSWORLD												11,580 13.9	6,250 7.5 NBC NIGHTLY NEWS- SUN	
SPORTSWORLD												5,000	5,330	
												6.0	6.4	
												5.0*	15	
												17	5.9	
												14 *	6.8	
												4.8	7.2	
												5.1	6.3	
												5.6	6.7*	
												6.0	18 *	
												6.3	6.6*	
												6.8	17 *	
												7.2	6.7*	
												6.3	15	

TV HOUSEHOLDS USING TV	WK. 1	36.6	37.2	37.7	39.1	39.5	40.4	39.9	39.6	40.4	41.4	42.1	43.3	46.0	47.5	48.3	50.3
(See Def. 1)	WK. 2	33.0	34.0	35.2	35.8	34.7	34.7	34.2	34.9	36.3	38.1	38.4	38.1	39.6	40.4	41.5	43.1

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING WEDNESDAY																	
CBS CBS WEDNESDAY NIGHT MOVIE	1	9.14-11.14PM	-GRID 11.00	18,490	22.2	10,250	12.3	20	14.5								
NBC DEMOCRATIC RESPONSE-NBC(SUS)	1	8.44- 9.00PM	8.30														
NBC QUINCY, M.E.	1	10.30-11.30PM	-GRID 11.00 11.15	12,660	15.2	9,000	10.8	19	11.5 11.7								
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	13,160	15.8	13,160	15.8	29	15.8		12,160	14.6	12,160	14.6	27	14.6	
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45								15,740	18.9	15,740	18.9	33	18.9	
	1	10.07-10.08PM	10.00	17,740	21.3	17,740	21.3	37	21.3								
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	7,250	8.7	7,250	8.7	16	8.7		5,410	6.5	5,410	6.5	12	6.5	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	11,080	13.3	11,080	13.3	24	13.3		11,830	14.2	11,830	14.2	26	14.2	
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	7,580	9.1	7,580	9.1	16	9.1								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	2	7.32- 7.33PM	7.30								7,580	9.1	7,580	9.1	18	9.1	
	1	9.00- 9.02PM	9.00	11,750	14.1	10,750	12.9	20	12.9								
ABC ABC NEWSBRIEF-SUN.	1	9.56- 9.57PM	9.45	8,330	10.0	8,330	10.0	15	10.0								

	2	10.00-10.01PM	10.00								12,580	15.1	12,580	15.1	24	15.1	
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	12,830	15.4	12,830	15.4	23	15.4								
	2	8.55- 8.56PM	8.45								12,580	15.1	12,580	15.1	25	15.1	
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	14,740	17.7	14,740	17.7	27	17.7		10,500	12.6	10,500	12.6	21	12.6	
NBC NBC NEWS DIGEST-2-SUN.	2	9.51- 9.52PM	9.45								11,250	13.5	11,250	13.5	21	13.5	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	9.45 10.00	12,660	15.2	12,580	15.1	24	15.1	M-F	12,160	14.6	12,160	14.6	23	13.4 19.5	M-F WED.
ABC ABC NEWS:NIGHTLINE		11.30-12.30AM	11.30 11.45 12.00 12.15	7,250	8.7	4,410	5.3 6.5* 4.7	17 18* M-F	7.2 5.8 4.7	M-F M-F M-F	6,660	8.0	4,000	4.8 5.9* 3.7*	15 16* 13*	6.7 5.2 4.1	M-F M-F M-F
ABC ONE ON ONE		12.30- 1.00AM	12.30 12.45	1,580	1.9	1,330	1.6	8	1.7 1.5	M-F M-F	1,420	1.7	1,080	1.3	6	1.5 1.2	M-F M-F
CBS NEWSBREAK-M-F	2	>	8.15								9,910	11.9	9,910	11.9	20	6.8 13.2	M-F MTUTHF
	1	>	8.45 9.00	11,080	13.3	12,330	14.8	24	14.5 7.9	M-F WED.							
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45	7,500	9.0	5,080	6.1 6.8* 6.2 6.1* 5.6	21 19* M-TH M-TH M-TH	6.9 6.4 6.2 6.0 5.6	M-TH M-TH M-TH M-TH M-TH	7,910	9.5	5,330	6.4 6.9* 6.2*	21 19* 22*	7.2 6.6 6.3 6.1 5.8	M-F M-F M-F M-F M-F
		VARIOUS TIMES (SUS)						4.4*	22*	4.1				4.6*	18*	4.3	M-F
CBS NBA PLAYOFF GAME-FRI.(S) CONT'D	1	11.30- 2.20AM	11.30	10,080	12.1	4,080	4.9	20	6.9	FRI.							

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY	WK	TIME	QUARTER	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE-CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TITLE CAST DAYS
				HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE			HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE		
NETWORK/PROGRAM	#	(N.Y.T.)	HOUR	(000)	%	(000)	%	%	%		(000)	%	(000)	%	%	%	
EVENING MONDAY-FRIDAY-CONT'D																	
CBS NBA PLAYOFF GAME-FRI(S)-CONT'D																	
			11.45				6.2*	17*	5.6	FRI.							
			12.00						5.0	FRI.							
			12.15				4.8*	16*	4.7	FRI.							
			12.30						4.3	FRI.							
			12.45				4.4*	19*	4.4	FRI.							
			1.00						5.0	FRI.							
			1.15				5.0*	25*	5.0	FRI.							
			1.30						4.7	FRI.							
			1.45				4.7*	29*	4.6	FRI.							
			2.00						4.5	FRI.							
			2.15				4.3*	31*	3.8	FRI.							
CBS LATE MOVIE II	>		12.30	4,170	5.0	3,250	3.9	25	4.8	M-TH	4,250	5.1	3,580	4.3	25	5.0 M-F	
			12.45						4.3	M-TH						4.5 M-F	
			1.00						4.0	M-TH						4.3 M-F	
			1.15				3.8*	27*	3.6	M-TH				4.1*	25*	3.9 M-F	
			1.30						2.8	W&TH						3.3 FRI.	
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1	>		2.00	1,500	1.8	1,250	1.5	18	1.7	M-THSU	1,750	2.1	1,500	1.8	21	2.0 M-THSU	
			2.15						1.4	M-THSU						1.6 M-THSU	
CBS CBS NEWS NIGHTWATCH-2	2.30- 6.00AM		-GRID	2,250	2.7	920	1.1	24		M-THSU	2,420	2.9	1,000	1.2	26	M-THSU	
			2.30						1.5	M-THSU						1.7 M-THSU	
			2.45				1.4*	21*	1.3	M-THSU				1.6*	24*	1.5 M-THSU	
			3.00						1.2	M-THSU						1.5 M-THSU	
			3.15				1.2*	22*	1.1	M-THSU				1.4*	25*	1.3 M-THSU	
			3.30						1.0	M-THSU						1.3 M-THSU	
			3.45				1.0*	22*	1.0	M-THSU				1.2*	25*	1.2 M-THSU	
			4.00						1.1	M-THSU						1.2 M-THSU	
			4.15				1.1*	27*	1.0	M-THSU				1.2*	29*	1.1 M-THSU	
			4.30						1.0	M-THSU						1.0 M-THSU	
			4.45				1.0*	27*	1.0	M-THSU				1.0*	27*	1.0 M-THSU	
			5.30						.9	M-THSU						1.2 M-THSU	
			5.45				.9*	25*	.9	M-THSU				1.2*	32*	1.2 M-THSU	
NBC NBC NEWS DIGEST-M-F	8.58- 8.59PM		8.45	9,750	11.7	9,750	11.7	19	11.7	M-F	9,910	11.9	9,910	11.9	19	11.9 M-F	
NBC NBC NEWS DIGEST-2-M-F	2	>	9.30								13,580	16.3	13,580	16.3	25	23.0 M&F	
NBC TONIGHT SHOW	>		9.45	9,660	11.6	9,660	11.6	18	11.6	TU&TH						13.0 M&F	
			11.30	9,080	10.9	5,500	6.6	22	8.4	M-F	10,160	12.2	6,500	7.8	24	9.2 M-F	
			11.45					7.9*	22*	7.3 MTUTHF					8.8*	24*	8.5 M-F
			12.00						6.4	M-F							7.3 M-F
			12.15					6.0*	22*	5.6	M-F				6.7*	24*	6.0 M-F
			12.30						5.3	WED.							
NBC DAVID LETTERMAN I	>		12.45						5.1*	25*	4.8	WED.					
			12.30	3,000	3.6	2,500	3.0	17	3.1	M-TH	3,500	4.2	2,920	3.5	18	3.9 M-TH	
			12.45						2.8	MTUTH						3.3 M-TH	
			1.00						3.5	WED.							
NBC DAVID LETTERMAN SPECIAL(S)	1	12.30- 2.00AM	12.30	5,750	6.9	2,830	3.4	17	5.0	FRI.							
			12.45					4.4*	19*	3.8	FRI.						
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN SPECIAL(S)-CONT'D			1.00						3.0	FRI.									
			1.15					3.0*	15*	FRI.									
			1.30					2.7		FRI.									
			1.45					2.6*	16*	FRI.									
NBC SCTV NETWORK	2	12.30-	2.00AM	12.30								5,500	6.6	2,670	3.2	15	4.8	FRI.	
			12.45																
			1.00																
			1.15																
			1.30																
			1.45																
NBC DAVID LETTERMAN II		>	1.00	2,420	2.9	1,920	2.3	17	2.5	M-TH		2,750	3.3	2,250	2.7	18	2.9	M-TH	
			1.15						2.0	MTUTH							2.5	M-TH	
			1.30						2.7	WED.									
			1.45						2.4	WED.									
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,670	2.0	1,250	1.5	14	1.6	M-F		1,670	2.0	1,330	1.6	14	1.8	M-F	
			1.45					13*	1.4	MTUTH							1.6	M-TH	
			2.00						1.3	M-F							1.5	MTUTHF	
			2.15					18*	1.4	M-F							1.3	MTUTHF	
			2.30						1.6	W & F									
			2.45						1.5	W & F									

VARIOUS TIMES (SUS)																			
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-600A(SUS)	6.00-	6.15AM	6.00							M-F									M-F
ABC ABC WORLD NEWS-MORN-615A(SUS)	6.15-	6.30AM	6.15							M-F									M-F
ABC ABC WORLD NEWS-MORN-645A	6.45-	7.00AM	6.45	1,580	1.9	1,500	1.8	16	1.8	M-F		2,080	2.5	1,830	2.2	17	2.2		M-F
ABC ABC DAYTIME NEWSBRIEF-M-F	1.57-	1.59PM	1.45	6,910	8.3	6,750	8.1	28	8.1	M-F		6,660	8.0	6,410	7.7	28	7.7		M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30-	5.30PM	4.30	7,410	8.9	4,830	5.8	18	5.4	WED.								
			4.45						5.6*	WED.									
			5.00						6.1	WED.									
			5.15						6.1*	WED.									
CBS CBS EARLY MORNING NEWS	6.30-	7.00AM	6.30	1,250	1.5	1,080	1.3	18	1.2	M-F		1,500	1.8	1,170	1.4	17	1.2		M-F
			6.45						1.3	M-F							1.6		M-F
CBS NEWSBREAK-11.57	11.57-	11.59AM	11.45	5,330	6.4	5,080	6.1	29	6.1	M-F		5,000	6.0	4,830	5.8	28	5.8		M-F
CBS NEWSBREAK-3.57	3.57-	3.59PM	3.45	4,750	5.7	4,500	5.4	19	5.4	M-F		5,080	6.1	4,750	5.7	19	5.7		M-F
NBC EARLY TODAY M-F	6.30-	6.55AM	6.30	1,250	1.5	920	1.1	11	1.0	M-F		1,580	1.9	1,080	1.3	12	1.1		M-F
			6.45						1.3	M-F							1.7		M-F
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM	8.25-	8.29AM	8.15	3,920	4.7	3,170	3.8	25	3.8			4,330	5.2	3,830	4.6	27	4.6		
ABC SCHOOLHOUSE ROCK-10.55AM	10.55-	10.59AM	10.45	5,660	6.8	4,830	5.8	23	5.8			5,160	6.2	4,080	4.9	20	4.9		
ABC SCHOOLHOUSE ROCK-11.55AM	11.55-	11.59AM	11.45	4,330	5.2	3,420	4.1	15	4.1			3,920	4.7	3,250	3.9	14	3.9		
ABC KENTUCKY DERBY(S)	2	4.30-	6.06PM	6.00								20,080	24.1	12,080	14.5	37	13.6		
CBS IN THE NEWS- 8.26AM	8.26-	8.29AM	8.15	1,750	2.1	1,670	2.0	13	2.0			1,920	2.3	1,830	2.2	13	2.2		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,000	2.4	1,670	2.0	10	2.0		2,750	3.3	2,420	2.9	14	2.9	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,420	2.9	2,080	2.5	12	2.5		2,920	3.5	2,830	3.4	15	3.4	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,500	4.2	3,330	4.0	17	4.0		3,920	4.7	3,750	4.5	20	4.5	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,080	6.1	4,330	5.2	21	5.2		5,080	6.1	4,580	5.5	23	5.5	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,580	6.7	5,250	6.3	24	6.3		4,910	5.9	4,660	5.6	22	5.6	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	6,000	7.2	5,250	6.3	23	6.3		5,000	6.0	4,410	5.3	19	5.3	
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15								4,250	5.1	3,920	4.7	17	4.7	
CBS IN THE NEWS-12.26PM(B)	1	12.26-12.29PM	12.15	3,420	4.1	3,170	3.8	13	3.8								
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45								3,920	4.7	3,670	4.4	16	4.4	
CBS IN THE NEWS-12.56PM(B)	1	12.56-12.59PM	12.45	3,250	3.9	3,000	3.6	13	3.6								
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15								3,500	4.2	3,080	3.7	13	3.7	
CBS IN THE NEWS- 1.26PM(B)	1	1.26- 1.29PM	1.15	3,330	4.0	3,080	3.7	13	3.7								
CBS NBA PLAYOFF GAME-SAT.(S)	1	2.00- 4.42PM	-GRID 4.30	12,160	14.6	4,830	5.8	18	7.6								
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,420	4.1	3,330	4.0	26	4.0		3,580	4.3	3,250	3.9	23	3.9	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	4,660	5.6	4,580	5.5	29	5.5		5,000	6.0	4,910	5.9	29	5.9	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	5,910	7.1	5,580	6.7	28	6.7		6,500	7.8	6,160	7.4	31	7.4	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,580	6.7	5,250	6.3	25	6.3		5,000	6.0	4,830	5.8	24	5.8	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,750	5.7	4,580	5.5	20	5.5		5,660	6.8	5,410	6.5	24	6.5	
NBC NBC SPORTS-30 ROCK	1	1.00- 1.17PM	-GRID 1.15	4,750	5.7	4,250	5.1	18	4.8								
NBC NBC MAJOR LEAGUE BASEBALL	1	1.17- 3.44PM	-GRID 4.00	9,750	11.7	4,250	5.1	17	<<								
NBC NBC SPORTS-30 ROCK	2	2.00- 2.18PM	-GRID 2.15								4,250	5.1	3,580	4.3	16	4.3	
NBC BASEBALL FILL(SUS)	1	3.35- 4.00PM	3.30														
DAY SUNDAY																	
ABC TOURN. OF CHAMPIONS-SUN.(S)	2	12.30- 2.42PM	-GRID 2.30								7,750	9.3	2,920	3.5	12	4.5	
ABC USFL FOOTBALL	1	1.30- 5.07PM	-GRID 5.00	13,580	16.3	4,170	5.0	14	6.9								
CBS IN THE NEWS-7.26AM-SUN(FJS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45														
CBS NBA PLAYOFF GAME-1	2	1.00- 3.55PM	-GRID 3.45								15,240	18.3	6,750	8.1	25 10.4* 30*	10.4	